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U. S. DEPARTMENT OF AGRICULTURE
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USDA
Employee News Bulletin
FOR JANUARY 1, 1964

Director of Science and Education

SECRETARY FREEMAN announced the appointment, on December 3, of Dr. Nyle C. Brady, head of Cornell University's Department of Agronomy, as Director of Science and Education for the U.S. Department of Agriculture.

Dr. Brady, president of the Soil Science Society of America, will coordinate the Department's scientific research and education activities, and its relationships with institutions in similar work outside USDA. The Department's Agricultural Research Service, Federal Extension Service, and Cooperative State Research Service will report to him.

"Research and education, conducted by the Department and in cooperation with the land grant colleges and universities, have for years made major contributions to agriculture and to all Americans," Secretary Freeman said. "In these times of rapid changes, the need is even greater for scientific advance in all phases of agriculture and for full use of the education processes to carry the new knowledge quickly to farmers and others who can use it.

The new post Dr. Brady fills is patterned after general recommendations for such a position made by the President's Science Advisory Committee, Life Sciences Panel, in January 1962.

A 43-year-old native of Manassa, Colo., where he attended elementary and secondary public schools, Dr. Brady holds a B.S. degree from Brigham Young University, Provo, Utah, and a Ph. D. in agronomy from North Carolina State College, Raleigh. After receiving his Ph. D. in 1947 he became assistant professor of soil science at Cornell University, Ithaca, N.Y.

After several promotions, Dr. Brady spent about 7 months as assistant to the director of agricultural relations, Tennessee Valley Authority, and then returned to Cornell as agronomy department head in 1959.

Dr. Nyle C. Brady
Director of Science and Education

Cooperative State Research Service

THE COOPERATIVE STATE Experiment Station Service has been renamed, and will now be known as the Cooperative State Research Service.

CSRS functions now include coordination of research not only at the State agricultural experiment stations but also at State colleges and universities conducting Federal-State cooperative forestry research under that Act.

Dr. T. C. Byerly, Administrator of the Cooperative State Research Service, pointed out that no other action accompanies the name change.

The agency was established in 1888 as the Office of Experiment Stations, following passage of the Hatch Experiment Station Act of 1887. It administers Federal-grant funds made available to designate State institutions for research in agriculture, agricultural marketing, forestry, and rural life.

As I see it

RURAL RENAISSANCE is surging ahead.

Local private efforts of rural Americans, helped by local, State, and Federal governmental programs, are moving the Nation into a new and better historic era.

Modern society demands recapitalization and greater development of rural areas. In addition to the traditional services of food, fiber, timber, and educated manpower, rural areas are now called upon to provide vital new contributions to national security and welfare, such as:

(1) A revitalization of the abiding values of Western civilization that are grounded in rural life;
(2) A satisfying place, away from crowded avenues, where growing numbers of people can recreate mind and spirit;
(3) Essential open spaces that must be preserved within growing metropolitan areas; and
(4) A rewarding rural environment where a greater number of people can live and work.

There is an upswing in rural America. The family farm is growing stronger. Rural cooperatives are extending and strengthening their services and organizations. New and expanding industrial plants, business firms, and professional and trade services are being built. More widespread and higher-quality educational opportunities, and new and improved local government services and community facilities are being installed.

Increased provision is being made for needed outdoor recreation facilities. Natural resources, both privately and publicly owned, are being developed, conserved, and used under improved multiple-purpose management. Local soil and water conservation districts are broadening the scope of their responsibility to include participation in leadership of area development.

Federal and State governments have responded appropriately to local private efforts with new and expanded programs of educational, technical, and financial resources. Many of these are the assigned responsibility of the Department of Agriculture. The spirit of dedication of public service that has characterized the people of the Department for a century has moved aggressively to meet the challenging opportunities of rural renaissance.

—John A. Baker, *Assistant Secretary, Rural Development and Conservation.*

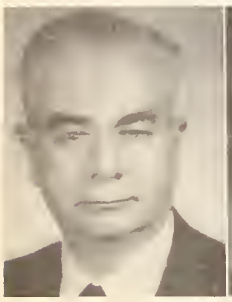
715-728 C43-64

BIOLOGICAL SCIENCES
E. L. LeClerg, Director, Biometrical Services Division, ARS

LANGUAGES AND LITERATURE
J. Kendall McClarren, Director, International Trade Fairs Division, FAS

SOCIAL SCIENCES
Bushrod W. Allin, Chairman, Outlook and Situation Board, ERS

TECHNOLOGY
J. P. Schaenzer (Retired). Was Agricultural Engineer, Electric Distribution Division, REA



MATHEMATICS AND STATISTICS
B. Ralph Stouber, Chief, Agricultural Price Statistics Branch, SRS

OFFICE TECHNIQUES AND OPERATIONS
Henry A. Donovan (Retired). Was Deputy Executive Assistant Administrator for Management, ARS

CORRESPONDENCE PROGRAM
Eugene J. Peterson, Chief, Training and Safety Branch, Personnel Management Division, SCS

SPECIAL PROGRAMS
Harry C. Trelogan, Administrator, SRS

PHYSICAL SCIENCES
Henry Stevens, Chief Biochemist, Allergens Laboratory, Eastern Utilization Research and Development Division, ARS

PUBLIC ADMINISTRATION
John H. Thurston, Staff Assistant, Office of the Deputy Administrator, State and County Operations, ASCS

Graduate School Council

NO COLLEGE or university has more dedicated advisers than members of the departmental committees who advise the USDA Graduate School on courses and instructors in its three programs—evening, correspondence, and special day program.

Courses now offered were planned by these committees in late 1962 and early 1963 for inclusion in the current *Catalogs*. About 185 members, representing most agencies in the Federal Government, attend meetings called by their chairmen. They determine which courses should be continued, added, or dropped. The committees meet annually, but the graduate school keeps in touch with chairmen and members almost daily. They advise informally when instructors must be changed or courses added during the school year.

Each committee member surveys training needs in his agency and reports them to the committee. New courses are added if the judgment of the committee is favorable. In the same way, instructors are selected only with approval of the committee members directly concerned.

Chairmen of 10 departmental committees comprise the Graduate School Council. Each is a USDA career employee with an average of 30 years service to the Department and 20 years to the graduate school.

Thirty-eight percent of our farm families have total annual incomes—from farm and off-farm sources—of less than $2,500.

Your Competitive Merit System

IT'S BEEN 81 YEARS, come January 16, 1964, since the Federal Civil Service Act was passed. This Act resulted from the tragic shooting of President Garfield by a disgruntled office seeker. There are now more than 2 million Federal workers covered by the competitive Civil Service Merit System provided by this law.

There are three elements of this Act of interest to us all.

First, it provides for competition—a feature which is important to a representative form of government. Most positions under the Civil Service Act are filled from registers made up from the results of competitive examinations. Any citizen has the right to "file" for an examination. Those with the highest ratings are placed at the top of the register and are considered first.

Second, the competition continues during one's career through the use of an evaluation system. We can expect to be judged by our qualifications and performance when promotions are made.

Third, once a Federal civil servant has permanent status, his rights to a position in the Government are protected. Reductions in force are carried out on a competitive basis.

These three elements are basic to a career in the public service.

What should a career as a public servant mean to us?

Employees in the Civil Service who do good work have a certain amount of security guaranteed. However, the term "public servant" perhaps has more appeal to many than the advantages offered by the competitive merit system. This points up the real opportunity which a citizen of these United States has to serve the public. True, there are some of us who don't treat this opportunity seriously. However, the majority do get satisfaction from using their skill and knowledge to improve the welfare of those for whom they work—the American people.

Much is said these days about the "image" of the Federal employee. There are some who think that in the eyes of the average citizen this image isn't so good. Why? No doubt the Federal employee is a target for criticism because many people must have someone to criticize. The best way to overcome such an attitude is to provide each person with whom we deal the best and most courteous service possible.

Smokey Bear Plaque

Leo Harbach shares the skills of his daily job with his community. He is fire-prevention officer on the Black Hills National Forest and chief of the volunteer fire department at Custer, S. Dak., jobs that keep him on 24-hour call.

Leo's devoted public service was recognized recently by South Dakota Governor Archie R. Gubbrud who presented the Smokey Bear Plaque, highest regional award made by the Cooperative Forest Fire Prevention program, to the Custer Fire Department. Chief Leo Harbach accepted the award.

Backed by 30 years experience in fighting and preventing forest fires, Leo is the living embodiment of all that Smokey Bear stands for.

Leo Harbach, FS

He works with civic associations, youth groups, community officials, and church and organization camps. Eight radio stations play his tape recording on fire prevention every few hours. He started fire prevention programs in all schools on the national forest, and among miners, timber operators and lumbermen, stockmen, and farmers.

His crusading zeal for better fire prevention reaches 14 million people a year.

As chief of the Custer Volunteer Fire Department for the past 18 years and member for 40 years, Leo Harbach's untiring activities have helped make it one of the best equipped and most efficient organizations of its kind in the country. Not only is it active in firefighting within the town, but its duties extend to suppressing grass and timber fires on Federal lands and maintaining a dynamic fire-prevention program.

Left to right: Inspectors Parker, Scherr, and Ragsdale, shown with the car seat stuffed with heroin.

USDA foils dope smuggler

INSTEAD OF plant pests—heroin! An alert ARS plant quarantine inspector, during a routine border search, kept 76 pounds of this deadly narcotic from reaching the illegal U.S. drug market.

In a record seizure, the heroin was removed from a "tourist" car at Laredo, Tex., this fall by Supervisory Inspector James E. Ragsdale of the Plant Quarantine Division and Customs Inspectors Hyman Scherr and Peter D. Parker.

This is the largest seizure of heroin ever made on the Mexican border and the second largest in U.S. history, yet it was made during a routine inspection—without advance information.

The pure heroin has an estimated value in the millions of dollars when diluted and sold on illegal markets.

Inspector Ragsdale became suspicious when he tested the car's rear seat with his knee and noticed that it was unusually hard. Search revealed 27 plastic bags of heroin jammed up under the springs. The customs inspectors completed searching the car, and removed 39 more bags of heroin that had been concealed behind its four door panels.

Officials believe continued investigation of the case may lead to information that will be valuable in efforts to halt the illegal drug traffic.

For their combined efforts in the seizure, the three inspectors received a special group award of $2,250 and have been cited for outstanding contribution to law enforcement, the customs service, and the welfare of the people of the United States.

Toy reduces accidents

Soil Conservation Service in West Virginia is trying to improve its safety record.

One gimmick is Area Office charts that record the number of days worked without an accident.

Another is the awarding of a wrecked toy car to any employee having an auto collision. The employee must keep the smashed car on his desk until some one else has a collision. Then he inherits the wrecked toy and a red face. A smashed toy car also goes to the Area Office or the State Office, whichever has had the higher accident rate for the previous 3 months. The Area Conservationist or State Conservationist must display the wrecked toy prominently on his desk for the quarter year as a constant reminder of the need to improve safety records.

Wallace L. Anderson of Syracuse was recently named as New York State Conservationist for SCS. His appointment is effective February 1. He will succeed Irving B. Stafford who will retire. Mr. Anderson, a native of Wheaton, Minn., has been serving as assistant SCS State Conservationist under Mr. Stafford since July 1960.

Aubrey M. Pratt of Craigmont has succeeded Earl N. Hoopes of Rexburg as chairman of the Idaho ASC State Committee. W. Lewis Hargis of Ashton is a new member of the Committee, succeeding Howard B. Thomason of Sandpoint.

Report from Tennessee

People ask, "What is Rural Areas Development? How does it work? How can we get in on the program?" This report from the Tennessee State Director of Farmers Home Administration may help answer some questions.—Ed.

ON TWO recent trips in Tennessee, I saw Rural Areas Development in action and participated in planning for more of it. It was encouraging and gratifying to realize the tremendous contribution that Farmers Home Administration is making to this overall program.

New Homes

I saw many new, attractive homes. Farmers Home Administration provided loan funds to build many of them. In addition to loans and supervision, I feel sure that the agency has provided incentive for getting others built.

Improved Pasture and Hay

As I traveled and visited, I saw land being developed; bulldozers were filling gullies, leveling land, clearing shrubs and bushes so that proper seedbeds could be prepared for permanent pasture and hay crops. I saw lime and fertilizer being applied in amounts recommended by soil tests; fence rows being cleaned out and new fences being built. I saw many excellent pastures where there used to be sawbriars, broom sedge, stunted lespedeza, and wild grasses for grazing; and now, on those pastures there are improved herds of cattle, both beef and dairy.

Improved Water Systems

I met with a group that wants to build a water system so they will have an adequate supply of safe water. In another community I saw a water system being built with loan funds provided by a private lender and insured by Farmers Home Administration. The system is almost completed and will soon be furnishing water to 600 rural citizens, a school, churches, and several small businesses.

In another rural community I saw a water system started in 1961. Since that time, 25 new houses have been built or are under construction, costing $365,000. The Farmers Home Administration made the loans and provided the supervision for 9 of the 25; FHA also made the loan to build the water system.

Recreation—A New Crop

I visited a farm where the owner and his wife recently had a recreation loan approved to develop a fishing camp. The camp is ideally located and is bound to increase their income.

G. W. F. Cavender, Tennessee State Director, FHA

In another area I visited a farm that an association has proposed to lease, to develop a golf course, swimming pool, tennis courts, and, later on, campsites. This is in a rural area and will take about 200 acres of land out of crop and livestock production.

New Factories

I saw on these trips new factories, and others under construction. I saw a large plant that will soon employ 450 people near a small rural town of less than 2,500 population. It was built in a field where cotton was growing only a couple of years ago.

Near another small town I visited an industrial site that had been bought and cleared by the town. The town provided roads and running water for it. Two plants had already been built and were in operation, and there is plenty of room for others.

Better Roads, More Power

As I traveled through the rural area, I saw better roads; new electric lines, waterlines, and gaslines were reaching farther out in rural communities.

Yes, I have seen Rural Areas Development in action, and I have had an opportunity to participate in it.

—G. W. F. Cavender, *State Director (Tennessee) Farmers Home Administration.*

FHA loan praised

A Hubbard, Iowa, newspaper credits a $38,000 FHA loan to a local recreation club with keeping some 128,000 bushels of corn off the market during the 40-year period for which the loan was made. The loan will finance construction of a 9-hole golf course.

After explaining that the loan made possible purchase of 80 acres of cornland and that only 40 acres of this would be planted yearly, the paper points out: "The Department of Agriculture won't have to battle some 128,000 bushels of corn as a surplus. This is only 40 acres of land. If you multiply this times several projects such as ours you will arrive at quite an astonishing figure. This is one way to combating surpluses and providing much needed recreational facilities at the same time."

New methods save $17 billion

If the agricultural output of 1962 had been produced by 1939 methods, it would have cost our Nation about $17 billion more in land, labor, capital, and other resources than the actual 1962 cost, said ARS Administrator Byron T. Shaw. He said this *annual* dividend is more than twice the cost of all agricultural research done by Federal Government, States, and private industry since our Nation was founded. Examples of gains from research: More than 4 billion bushels of corn were produced on 61 million acres in 1962 vs. 2½ billion bushels on 88 million acres in 1939; consumers spent 19 percent of their disposable income for food in 1962 vs. 22 percent in 1939. Shaw also noted that farmers have not shared with others in the United States in the benefits of agricultural progress; their net incomes have lagged. Looking ahead, he estimated 424 million people in the United States by 2010 will require an increase of 125 percent in food and farm products just to maintain present diet levels.

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Employee News Bulletin

FOR JANUARY 15, 1964

As I see it

THE COOPERATIVE Extension Service has been called the largest adult education program in the world. It certainly is *one* of the largest. This Federal-State-county partnership has contributed much to our great agricultural revolution—and to the growth of America.

Extension's job is education. In these days of rapid change, expanding scientific horizons, and a shrinking world, education throughout life is vital to continuing growth.

Knowledge provides the backbone for wise decision-making. The ability of individuals to make decisions based on facts plays an important role in individual success—and collectively in the success of this democracy.

Extension's job is to bring knowledge to citizens who can use it—word of new research findings from the laboratories and experimental fields, information about economic trends and social changes, knowledge about new programs and resources, knowledge about the potential for economic development.

Extension draws knowledge from many sources. With its roots in the U.S. Department of Agriculture and the Land-Grant Universities, Extension taps the full resources of these two great institutions. It also draws knowledge from other departments of Government, agricultural groups, and industry.

But its job is far more than merely making such knowledge available. Extension also provides motivation and organizational know-how to help individuals, families, business and industry, and entire communities analyze their problems, study alternatives, and decide on a course of action.

We in Extension are proud to be members of the great USDA team dedicated to the service of America.

—By LLOYD H. DAVIS, *Administrator, Federal Extension Service.*

Mrs. Rosario Raposa, of the AMS Food Distribution Branch office in San Francisco, proudly displays the *Certificate of Merit* she won for being a model secretary. She received the award for her initiative, ability to anticipate the needs of her bass, a willingness to help coworkers, and a pleasant and efficient manner.

Farm science review makes bow

The Cooperative State Research Service has published the first issue of a quarterly journal to more effectively communicate agricultural scientific advances to the world.

The "Agricultural Science Review," edited by Ward W. Konkle, will emphasize comprehensive, critical reviews of progress in various research fields, and will try to give those in other science fields a better understanding of agricultural research. Konkle is a former supervisor of technical publications for Agricultural Research Service in Washington.

The opening issue carried articles on the sterility method of pest control; the selective breeding of tree varieties; a revolution in weed science; the metabolism rate of domestic fowl, and a discussion of research in the field of outdoor recreation in the U.S.

T. C. Byerly, administrator of CSRS, wrote in the first edition that the communications media and the increasing

(Continued on page 4)

Food and world's hunger

BY THE END of this century, North America could be the breadbasket for a world whose population may be double what it is today.

Wheat will have replaced rice as a staple in many countries. And U.S. agriculture may have achieved unprecedented importance as a source of food, capital, and technical assistance to the less developed regions of the world.

These conclusions are contained in a U.S. Department of Agriculture study which attempts to forecast world food requirements by the year 2000. The report, titled "Man, Land, and Food," was prepared by Economic Research Service.

If the world's hungry millions are to be fed, food production will have to be expanded faster than ever before, the report says. If the less developed areas are to feed their people, even at modest levels, it will require tremendous effort that will severely tax their resources, the study says.

Rapid population growth, especially in those countries least able to feed their people, has increased the enormous problem of producing enough food. The underdeveloped world's population is growing at a 10-year rate of 22 percent, far faster than in developed nations.

Rice and wheat are man's principal source of food energy. Grain production per capita in the developed nations has risen in the past 25 years, but it has declined in the less developed regions, the study says.

Secretary of Agriculture Orville L. Freeman said the study findings illustrate that a combined program of agricultural trade and aid offers "dynamic potential" for American economic interests and the goal of world peace.

"The real future export markets for America's growing agricultural production," he said, "will be determined by how rapidly the developing nations can achieve full commercial status as trading partners. If the developing nations are to trade, they will need to grow economically. Their rate of growth will be substantially affected by the extent of food aid from developed nations."

"The strategy of food aid, then, is a vital key to the future of developing nations, and to the need of the United States and other highly developed nations for adequate markets," the Secretary said.

The 153-page booklet can be obtained from the Office of Information, U.S. Department of Agriculture, Washington, D.C., 20250.

717-110—64

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January 1 1964

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USDA: January 15, 1964

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Emergency registration

ALL EMPLOYEES of the U.S. Department of Agriculture are reminded that in the event of a nuclear attack on this country, the Civil Service Commission will operate a registration system to keep in touch with you.

Whether you have an emergency assignment or not, you should follow this procedure: If you are prevented from going to your regular place of work because of an enemy attack—or if you are prevented from reporting to an emergency location—

Go to the nearest Post Office, ask the postmaster for a Federal Registration Card. Fill it out and return it to him.

He will see that it is forwarded to the office of the Civil Service Commission which will maintain the registration file for your area. When CSC receves your card, Department officials of the Office of Personnel will be notified.

They can then decide where and when you should report back for work. There is another important reason why you should mail in a registration card as soon as you can. This card will enable the Office of Personnel to keep you on the roster of active employees and enable those responsible to forward your pay check.

You should obtain and complete the registration card as soon after an enemy attack as possible but not until you are reasonably sure where you will be for a few days. If you change your address after you have sent in a card, get a new one and send it in.

Even though you complete your registration card promptly, it may be a while before you are put back to work. In the meantime, you would be expected to volunteer your services to the civil defense authorities and do all you can to meet the emergency situation that such an attack would bring.

Know your injury benefits

If you are injured while on the job, you are entitled to medical treatment and possibly to compensation benefits.

Supervisors and all employes should familiarize themselves with the rights and benefits provided by the Federal Employes' Compensation Act.

The Office of Personnel has issued an "Injury Compensation Guide" for USDA supervisors which explains provisions of the compensation law and procedures to be followed in case an employee is injured.

Copies may be obtained from the Office of Personnel, U.S. Department of Agriculture, Washington, D.C., 20250.

AMS researcher cited

Dr. Hardenburg, AMS

Dr. Robert E. Hardenburg, a research horticulturist with the Agricultural Marketing Service of the U.S. Department of Agriculture, was honored recently by the Produce Packaging Association for his work in the field of food packaging.

Hardenburg was cited for his "outstanding research contributions of great significance to all fresh fruit and vegetable packagers." A plaque for distinguished service was awarded at the annual meeting of the association in Chicago.

He is with the Horticultural Crops Branch of the Market Quality Research Division of AMS at Beltsville, Md., where he supervises research on the maintenance of quality in horticultural crops, particularly in packaging and storage, in the period between harvest and consumption.

His interest in packaging began in graduate school at Cornell University. Hardenburg's early research with consumer packages clearly showed the need for proper ventilation of the packages, and he followed this up by demonstrating how the varied humidity requirements of fresh fruits and vegetables can be met by specified venting of the containers.

A paper by Hardenburg on "How To Ventilate Packaged Produce" has been widely published and used as a standard reference for packagers.

Farm science review

(Continued from page 1)

number of research scientists have created a "babel of words" in science literature.

He said agricultural scientists today encounter complex problems in efforts to share technical knowledge, and voiced the hope that the new review could help to facilitate those efforts.

The yearly subscription rate is $1.25. Single copies are 35 cents. Orders may be sent to Superintendent of Documents, Government Printing Office, Washington, D.C., 20402.

Johnson to battle rural poverty

PRESIDENT JOHNSON plans to wage a crusade against the causes of rural poverty in this country, according to Secretary of Agriculture Orville L. Freeman.

Thus the Chief Executive has given top priority to the intensive Rural Areas Development effort of the Department of Agriculture, Secretary Freeman said in a speech last month. He addressed an 18-county community development group in Asheville, N.C.

"During the thousand days of his presidency, John F. Kennedy had been assembling forces for a crusade against the causes of poverty in rural America," the Secretary said. "One of his last acts, in fact, was to create a Rural Development Committee of cabinet officers with the instructions that all possible resources of the entire Government should be directed to help the people of rural America build a better life for themselves.

"President Johnson," the Secretary said, "has made poverty his number one target, and he is prepared to lead a crusade to stamp out its causes. He is fully aware that over half the poverty in this country today can be found in rural America, and he has given Rural Areas Development a top priority in his program to keep America moving ahead."

Secretary Freeman said the rural development program is an effort to revitalize rural America with new opportunity through these means: improved farm income including expansion of world markets; new job and income opportunities for farmers and all rural residents by developing rural resources; and improving the services and facilities in rural America.

Neal M. Rahm, who has been serving as Associate Deputy on the staff of Forest Service Chief Edward P. Cliff, has been appointed Regional Forester for the FS Northern Region with headquarters at Missoula, Mont.

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U.S. DEPARTMENT OF AGRICULTURE
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USDA

Employee News Bulletin

FOR JANUARY 29, 1964

Floyd C. Nefzger (left), Federal supevisor for butter grading in the Chicago area, receives Department of Agriculture superior performance award from Reuben H. Wilson, head of Federal-State dairy inspection and grading in a 10-State area. Nefzger was honored by the AMS Dairy Division for "promoting and executing" a highly successful butter grading program in the area. The award included a cash gift and a *Certificate of Merit*.

Byerly book to be published

A new book on "Livestock and Livestock Products" by Theodore C. Byerly, administrator of the Cooperative State Research Service, will be published this year by Prentice-Hall, Inc.

The book, intended for college courses, producers, and others, discusses the history and present state of the American livestock industry, the principal species of many types of livestock, and the fundamentals of efficient livestock production. It explains the environmental, nutrition, genetic, physiological, and economic factors important in profitable production.

The publisher asked Dr. Byerly to write the book in 1955, when he was chief of the animal husbandry division of Agricultural Research Service. The project moved slowly because he could not devote full time to it, and he had to rewrite the manuscript once because of new developments in the field.

Of his experience in writing the book, Dr. Byerly said, "I learned a lot."

Filmstrip on pesticide safety

A color filmstrip and slide series on pesticide safety in the home and garden is now available. The cartoon-style USDA presentation is accompanied by a 10-minute script. The 31-frame set can be purchased from the USDA's contractor, PHOTO LAB, Inc., 3825 Georgia Avenue NW., Washington, D.C. 20011.

Look into your heart

EVERY YEAR this country has an observance called Brotherhood Week. Too many Americans pay little attention to it. This year's will be held the week of February 16–24 under sponsorship of the National Conference of Christians and Jews.

The fact that in 1964 we should have such a thing as Brotherhood Week is a telling commentary on this Nation, one of the world's great democracies. It indicates that American society is not yet fully mature. The reason we have this observance is simply that every American does not regard every other American as a member of the national family.

Many of us are prejudiced against one or another group of Americans. Many of us look down our noses and say inwardly, "I'm certainly better than they are." We don't say it aloud, for that would be bad manners.

This practice is called bigotry. It hurts innocent people by branding all members of a single group with the same stamp. It tramples on the rights and privileges of the individual, values on which this country was built. It chips away at the foundations of democracy.

In a speech at Gettysburg battlefield last year, President Lyndon B. Johnson, who was then vice president, said: "Our Nation found its soul in honor on these fields of Gettysburg one hundred years ago. We must not lose that soul in dishonor now on the fields of hate . . . In this hour, it is not our respective races which are at stake—it is our Nation. Let those who care for their country come forward, North and South, white and Negro, to lead the way through this moment of challenge and decision."

Mr. Johnson was referring to the divisions that exist between whites and Negroes. The problem is much broader because prejudice is directed at many minority groups.

The late President Kennedy was honorary chairman of Brotherhood Week last year. His message for 1963 is worth recalling:

"The question for our time is not whether all men are brothers. That question has been answered by the God who placed us on this earth together. The question is whether we have the strength and the will to make the brotherhood of man the guiding principle of our daily lives."

Look into your heart. Is Brotherhood Week being held for you? If the answer is yes, then listen to the message it brings.

(Continued on page 2)

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My job

BERTHA OLSEN is a happy, talented, busy person whose amiable spirit and love of people, especially children, has won her friends all across the Nation. Her primary work-a-day interests are focused on her responsibility for planning and directing the activities related to nutrition, food and food management for the National School Lunch Program and the Special Milk Program, and coordinating the nutritional phases of the donated food trades and food stamp activities of AMS's Food Distribution Division.

A plane ticket made out in her name might include Puerto Rico, the American Samoas, Hawaii, Alaska, or any of the States. If she is lucky enough to be going to her home territory, then Montana would appear. If she is on her usual busy schedule, the ticket would originate in Washington, D.C. The first stop is usually one of the Food Distribution Division's area offices in Atlanta, New York, Dallas, Chicago, or San Francisco. Then she would be off to one of the State capitals to work with State offices of education, welfare, agriculture, and other agencies and groups. Her briefcase bulges with data, bulletins, and reference materials which benefit the 16 million children who partake daily of a type A school lunch, the millions of young milk drinkers, the nearly 6 million recipients of donated foods, or the 350,000 needy persons who are getting better diets through the Food Stamp Program. Her schedule might also include stops for conferences, training workshops, food and nutrition meetings, and speaking engagements.

How a person selects his vocation is sometimes an interesting story and in Bertha's case it shows how a capable person can meet a challenge. Montana State College has conferred two degrees on Bertha, a B.S. and an M.S., in home economics. In the audience at both graduations was a pretty little girl, her daughter, Dorothy, who is now married with a family of her own.

Mrs. Olsen's college career came after her marriage, reversing the usual sequence. She was widowed in her twenties, when Dorothy was just a little girl. Mrs. Olsen enrolled in the school of home economics where she felt she could combine her interest in food and an interest in helping other people in a rewarding career. Raising a daughter and handling a full-time job were hard work, she says, but they have also been rewarding.

Bertha Olsen, AMS

Why commodity programs?

When Secretary Freeman testified January 7 before a House Agriculture Subcommittee in support of a wheat program for 1964, he said:

" . . . so long as over-production and low prices are the silent companions of abundance, commodity programs will be essential to the family farm system of agriculture. So long as agriculture is subject to the volatile effects of a massive scientific and technological revolution; so long as productivity per farm worker grows 6 percent and more each year; so long as we continue to produce more each year from less land with fewer people, commodity programs will be necessary."

"They are not welfare programs, but essential tools of adjustment for the well being of the family farmer as well as every single American citizen."

Agricultural research last year made noteworthy progress in the effort to improve methods of controlling insects and other pests. The new methods tested included the use of chemical sex attractants against the oriental fruit fly; insect viruses to control several pests; and the use of chemical sterilants against several important insect pests.

'Twenty years of progress'

If the Department of Agriculture were using the procedures of 1960 today, its operations would cost $45 to $50 million more than they do now.

Secretary of Agriculture Orville L. Freeman made this comparison recently in reporting the fruits of administrative reforms and management improvements.

"We have made about 20 years of progress in fiscal and personnel management over the past 3 years, and the modernization program is just beginning," he said. He said the improvements would be reflected in the fiscal 1965 budget and in succeeding budgets.

The Secretary cited examples of services performed at lower cost or with fewer man-hours than 3 years ago, and listed the dollar savings in many cases.

Among the examples: The Forest Service's new pest-repellent seed coatings for reforestation which saved an estimated $1 million in 1 year; improved aerial photography and measurement methods by ASCS cut costs by $650,000; a more efficient method of selling corn in large quantities saved more than $1 million; a reorganization of ASCS and the closing of some commodity offices enabled the agency to cut its administrative budget by $3.7 million.

"President Johnson," the Secretary said, "has set a clear and firm standard of a dollar's worth of service for a dollar spent. He is giving personal attention to administrative problems, and has issued strong directives that heads of Departments give as much attention to the administration of programs as to the programs themselves."

Look into your heart

(Continued from page 1)

The National Conference of Christians and Jews is not a religious group; its leaders are laymen of the major faiths. It was founded as a civic and educational organization by a group of prominent laymen in 1928 at a time when a vicious storm of anti-Catholic feeling had swept the country. This was after the campaign of Alfred E. Smith, a Catholic, for the Presidency. Among the organization's founders were Charles Evans Hughes, the former Chief Justice, Newton D. Baker, and historian Carlton J. H. Hayes.

Federal agencies in the last 5 years have more than tripled the percentage of handicapped workers hired.

The staff of a bright new USDA magazine admires the "best magazine" award plaque it won in a government-wide publications contest sponsored by the Federal Editors Association. Ted Crane (seated, right) is editor of the Farm Index monthly of ERS. Others seated are Story Moorefield (left), assistant editor, and Wayne Dexter, OMS Information Chief. Standing (l. to r.) are staffers Frann Hockman, Marilyn Grantham, John Metelsky, and Lilla McCutchen. The 1-year-old Farm Index has become known for its lively presentation of economic research news, through concise writing and imaginative art work.

Soviet agriculture today

A comprehensive report on Soviet agriculture by the Department of Agriculture delegation which visited Russia last summer has been published.

Secretary of Agriculture Orville L. Freeman led the group of economists and research specialists, and met with Premier Nikita S. Khrushchev in Moscow. The 83-page "Soviet Agriculture Today" discusses the problems which inhibit Soviet efforts to produce more food, especially meat and dairy products; shortages of fertilizers and capital investment; how the climate affects grain production from year to year; and the planning and administration of the nation's agriculture.

Single copies of the booklet, Foreign Agricultural Economic Report 13, can be obtained from the Division of Information, Office of Management Services, U.S. Department of Agriculture, Washington, D.C. 20250.

Alfred Stefferud, Office of Information, Room 541-A, Washington, D.C., 20250, has a few copies of *Crops in Peace and War*, the 1950–51 Yearbook of Agriculture, which he will send to persons who request them by mail (not telephone!) before Friday, March 13.

Civil defense speakers guide

Federal Extension Service and the Office of Civil Defense have cooperated in publishing "What People Can Do About Rural Civil Defense—Notes for Speakers and Writers." Designed primarily to help inform rural people what to do in the event of a nuclear attack, the 15-page bulletin contains information on such subjects as what happens when a nuclear bomb explodes and dangers of the fallout which follows.

The publication discusses the hazards of radiation and what rural families can do to prepare themselves and their livestock against it. It explains various types of shelter which can be provided and urges immediate action in preparing such shelter.

"Shelter Is a Must" is the terse title of one section of the bulletin. It lists concrete, earth, and hay as shielding materials and points out that the more dense the material, the better it protects.

The bulletin also discusses such things as the "Family Food Reserve" and the "Family Water Supply."

In conclusion, it urges that each rural family have a family survival plan and be prepared to follow it.

The Red Cross—who needs it?

What would Americans do if the Red Cross halted operations? Many people would go without important services they now receive, and some would needlessly lose their lives.

Those who would suffer would include servicemen who need to communicate with their families in time of emergency; victims of natural disaster in need of recovery assistance; medical patients who need blood or a blood derivative to sustain life or regain health; and young and old people who need swimming instructions or training in first aid or water safety.

The American National Red Cross' water safety program, one of its major services, marks its 50th anniversary this year. It is impossible to say how many lives have been saved because the Red Cross has taught hundreds of thousands of people how to swim, how to give emergency medical aid, and related courses.

The Red Cross operates under a charter granted by Congress in 1905. Many chapters raise funds in March during the annual membership campaign. Other chapters raise most of their funds in the fall United Fund drives.

When you are asked to support the Red Cross, give as generously as you can.

Recent developments indicate that U.S. agricultural exports will reach a record $6 billion in the current fiscal year. This forecast is based on the expectation that authorized sales of wheat to the Soviet Union will be concluded, according to Economic Research Service.

Smiles are in order as John Wenn, Jr. (right), director of the Minneapolis ASCS Commodity Office, grants formal recognition to the American Federation of Government Employees in ceremony with James P. O'Donnell, president of Lodge 1313 of AFGE. The two men pledged mutual cooperation to improve employee-management relations in Minneapolis meeting.

It's our birthday

THIS EMPLOYEE PUBLICATION celebrates its 22d birthday on February 6. That makes it about the same age as the World War II babies we used to read about in the daily newspapers.

But unlike the war babies, who are no longer children, we can recall the wartime atmosphere of urgency and activity, and the unity of the Nation's "war effort," as it was called. There was no surplus problem in those days. Rather, the mission of the Department of Agriculture was to help farmers produce enough food and fiber to keep the allied nations supplied. Some foods were rationed in this country.

American farmers responded to the challenge and increased production to record levels. Science and technology have revolutionized American agriculture since that time, and the revolution is not yet over.

USDA Employee News Bulletin has been privileged to observe the advances made in many fields of agriculture. The second World War was an exciting time but we hope the war babies will not have to see anything like it in their lifetime.

Your pay raise will mean more to you tomorrow if you put part of it in savings bonds today.

Leather chemists honored

A group of 5 chemists of the ARS eastern utilization research and development division of Wyndmoor, Pa., recently received the Department's *Superior Service Award*. The award plaque was presented to the group by Joseph M. Robertson, Administrative Assistant Secretary.

The award citation: "For notable contributions to the utilization of hides through the discovery of a new tanning process using gluteraldehyde by which improved shoe and garment leathers are now produced commercially."

This new process makes soft, perspiration-resistant leather.

The plaque was received on behalf of the group by Dr. Joseph Naghski, chief of the division's hides and leather laboratory. Other members of the group—Dr. Edward M. Filachione, who heads the laboratory's chemical modification investigations; Dr. Wallace Windus, who heads processing investigations; and chemists Martin L. Fein and Edward H. Harris, Jr.

Plentiful foods

USDA's February list:

Featured—Broiler-fryers and pecans.

Other plentifuls—Beef, pork, canned corn, potatoes, and canned ripe olives.

Convenience foods

You're saving money by using convenience foods such as frozen concentrated orange juice, canned chicken chow mein, and instant coffee, the U.S. Department of Agriculture reports.

Comparing the cost of convenience foods with the same dishes prepared in your own kitchen, Department researchers found that 42 convenience items were less expensive and 116 were more expensive than home-prepared foods. But if you're a typical shopper, you buy enough of the money-saving items so your food bill is smaller than if you bought only fresh foods and prepared them yourself.

For each $100 you spend on food in the grocery store, 68 cents goes for frozen orange juice concentrate. An equal amount of fresh orange juice prepared in the home would cost $1.39. So, when you buy the concentrate you save 71 cents—and this does not include the value of the time you would have spent in squeezing the oranges.

You also make a sizable savings when you buy prepared chow mein, whether frozen or in the can. Frozen chicken chow mein costs 85 cents for four servings; canned chow mein, 66 cents. But, were you to make it yourself, these same four servings would cost you $1.02.

Instant coffee, however, was the biggest bargain among the convenience foods studied. Out of every $100 spent on food, $1 goes for instant coffee. Yet the same number of servings from regular coffee would cost you $1.96.

Relative costs of other convenience foods are discussed in Marketing Bulletin No. 22, "Convenience Foods in the Grocery Basket." Single copies of this publication may be obtained free of charge from the Office of Information, U.S. Department of Agriculture, Washington 25, D.C.

W. Howard Johnson, assistant Regional Forester for the Forest Service northern region, has been named Regional Forester of the Alaska region. He succeeds P. D. Hanson, who retired.

After a banquet in Statesville, N.C., to honor the exceptional work of ASCS county and community committeemen of Iredell County, four of the principals line up for the camera. They are (l. to r.) H. S. Kennedy, ASC office manager in Statesville; Linda Faye White, who was chosen Miss Statesville of 1963; Carl B. Barnes, personnel director of USDA, who addressed the banquet, and A. P. Hassell, Jr., ASC State Executive Director in Raleigh.

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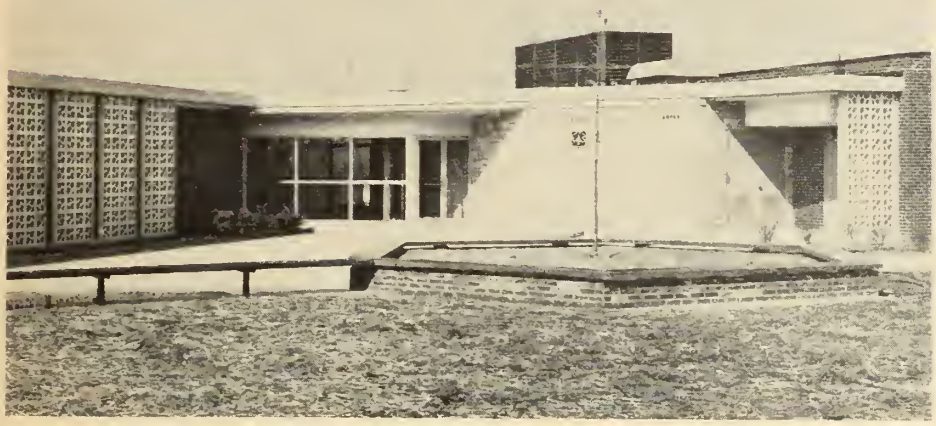
Employee News Bulletin

FOR FEBRUARY 12, 1964



The Forest Products Marketing Laboratory, Princeton, W. Va.

Floor-level research may create jobs

TO MOST OF US, a floor is just something to stand on and, perhaps, to hold up the walls. But to Forest Service researchers with an eye on new uses for hardwoods, a floor can be the means for expanding markets for timber from the Appalachian Region, thus creating jobs.

The work of the new Forest Products Marketing Laboratory, Princeton, W. Va., to broaden the market for Appalachian-grown wood products fits neatly into the Federal-State-local effort to boost the area's economic development.

The laboratory, which opened last November, is the first Federal center for marketing research on forest products. Finding new uses for hardwoods, which are grown widely in the Appalachian Region, is one of many projects underway.

The 133,000 owners of small woodland tracts in West Virginia have a direct stake in the laboratory's work. So do the more than 2,000,000 other forest landowners in those States wholly or partly in the Appalachian area that stretches from Pennsylvania to northern Alabama.

The research center is located on a 96-acre site in Mercer County at the southern end of the State. The county lies in the great soft coal region where unemployment has been running high. The site was donated to the Government by Mercer County.

The center consists of an office-laboratory building, a methods-testing plant now under construction, a demonstration forest and garage workshop.

The main building illustrates some of the practical aspects of the center's research. Its lobby, for example, is paneled with several hardwoods native to Appalachia—butternut, American elm, red oak, and pecan—and partitions are made out of newly-developed "wood bricks."

The 20-acre demonstration forest will be used as an outdoor classroom for students, woodlot owners, garden clubs, 4-H clubs and others.

Mark S. Glover of Rison, Arkansas, has been named chairman of the ASC State Committee by Secretary of Agriculture Orville L. Freeman. He has been a committee member since 1961.

As I See it

RESOURCE CONSERVATION and development continue as a major and growing responsibility of the Department of Agriculture.

Pressing problems of production management, marketing, and the like sometimes tend to obscure the necessity of conservation. But the protection and development of our land and water resources is, inevitably, central to any continuing effort for the economic well-being of the entire population.

Perhaps the most significant resource development of the past decade has been recognition of the fact that land, as a commodity that is growing more and more scarce, must be ever more carefully selected for its various uses according to its natural characteristics and capabilities. The Department of Agriculture is constantly improving its ability to give owners, operators and public officials sound guidance in the selection, use and treatment of land devoted to urban and recreational uses as well as to agricultural purposes.

In this regard, USDA's programs of research, education, and technical and financial assistance influence the use and treatment of at least three-fourths of the total land area of the 50 States. This includes not only the three-fifths in private ownership and the 186 million acres in our national forests and grasslands but also certain other public lands leased and used by farmers and ranchers and covered by soil conservation district plans developed with USDA help.

The Nation's 2,942 local soil conservation districts, with whom USDA has specific working agreements, now cover 76 percent of the total land area and 93 percent of the land in farms. USDA's direct operation of the national forests and grasslands under a multiple-use policy plays a significant part in meeting the Nation's needs.

All this makes the Department of Agriculture, in fact, the principal conservation arm of the Federal Government. As such it discharges a tremendous responsibility to all people for helping meet their needs for food, fiber, water, wood, wildlife and recreation.

As we move through 1964 with increased determination to banish the causes of poverty and improve rural areas as a wholesome environment for living and playing, USDA's responsibility for resourse conservation and development assumes even greater importance.

—DONALD A. WILLIAMS, *Administrator, Soil Conservation Service.*

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My job

DO YOU PICTURE the American Indian woman in colorful native dress, moving quietly about in moccasins and carrying a baby on a cradleboard? You may picture the Indian family living in a tepee, cooking on an open fire, perhaps eating freshly killed wild game.

Actually, many of the 500,000 Indians now on reservations do live in poorer conditions than many other Americans. Their living standards, although rising, still lag behind those of our population as a whole. But the old image many people have is fading. The problems of isolation, language barriers, strong cultural ties, and lack of formal education are being overcome.

Today's American Indians are getting more education, working at more trades and professions, and earning more money. The wickiup or tepee is being replaced by an attractive, comfortable home, with modern facilities. Cooking is often done on a modern range, and any open fire is likely reserved for a grill in the backyard.

Automobiles and good roads have put Indians in touch with the world beyond the reservation, and radio and television are having even more impact. A change in attitudes frequently must come before living standards can be improved. And that's part of my job in the Federal Extension Service. With an agricultural partner, I help to revise the old attitudes and living patterns to assist Indians and others to improve their economic welfare and social relationships.

I am a program specialist for technical leadership in home economics—mostly for Indian homemakers. With headquarters in Washington, I travel across the country as an FES representative to consult with officials of Indian organizations including Indian tribal councils, on programs and policies related to home economics and better family living. My work includes cooperative planning and coordinating with other USDA agencies, other Federal agencies, including the Department of Interior's Bureau of Indian Affairs; visiting land-grant colleges and universities to consult with officials, State extension directors and program leaders.

My job is not easy, and is often frustrating and discouraging. But at the same time it is always challenging and rewarding. It is a satisfying experience to watch families advance themselves from apathy to interest, and from poverty to prosperity.

—MARY KENNINGTON, *Program Leader, Indian Extension Work, FES.*

Mary Kennington, FES

REA loans boost economy

RURAL ELECTRIFICATION Administration programs have improved living conditions of rural people, established new payrolls in farm communities, created a new multibillion-dollar market for electric wiring, appliances and equipment, and broadened the tax base by stimulating new industry.

REA borrowers are actively participating in rural areas development, increasing job opportunities, and raising income levels in rural communities.

Thus REA-financed power and telephone systems not only contribute to the welfare of people they serve but they give a lift to the Nation's economy.

Modern electric and telephone service reaches the homes and businesses of 7.6 million rural people as a result of REA loans; about 270,000 of these will be added as a result of REA loans approved last year.

REA makes loans to electric suppliers, with preference to nonprofit and cooperative associations and to public bodies, to finance the construction and operation of generating plants, electric transmission and distribution lines or systems to provide initial and continued adequate electric service to persons in rural areas.

The program has greatly stimulated extension of electric service into rural areas. In 1935, when REA was created, 11 percent of all farms in the U.S. had electric service. Almost 98 percent of the 3.7 million farms recorded in the 1959 U.S. Census of Agriculture are now electrified. REA-financed power systems serve more than half of these electrified farms.

Since 1949, REA has made loans for the improvement and extension of telephone service in rural areas. It has made available a needed source of credit, and given rural residents hope for full, high-quality telephone coverage. Since 1949, the proportion of farms with telephones has risen from 38 percent to 76 percent, and most of this is dial service.

REA has approved over $6 billion in loans and borrowers have paid back more than $2 billion to the Government.

Soviets regular customers?

Assistant Secretary George L. Mehren, in a January speech before the National Council of Farmer Cooperatives in Houston, raised the question whether the Soviet Union and other Communist nations would become regular buyers of grain from the free world. He said:

"Now the question keeps arising—will the Communist countries become permanent customers for free world grain? Who knows, really? The buying of free world grain by the Communist countries has been due primarily to poor crop conditions, although inefficiency also has played a substantial role. Russia's grain crop is 25 percent below 1962 levels. Weather is notoriously capricious. It would be extremely hazardous, in my opinion, for U.S. grain producers and distributors to base long-term production and marketing plans on the possibility that bad weather will continue to plague the Communist camps. The percentages are against it."

"As for our deals with the Soviet Union and the other Eastern European Communist countries, we have gained from them. We are obtaining dollars we need for surplus grain we don't need. We are improving our balance of payments position. We are reducing surpluses we otherwise would hold for 3 or 4 years. We are saving storage costs. Above all, we are giving the uncommitted countries of the world, most of which are predominantly agricultural, a chance to compare the relative efficiency of free and regimented agriculture."

The Call of Exotic Places

THIS IS the time of year when one's thoughts frequently turn to warmer climes and summer vacations.

It is the time to dream of seeing the Middle East, or taking a grand tour of Europe. Perhaps you prefer more romantic places, such as Hawaii, Tahiti, or the island of Majorca.

Whatever your preference, if you are interested in travel, you can get bargain-priced tours through the USDA Travel Club. This year the club is planning 51 trips, including tours of Europe, the Holy Land and Greece, Spain and Majorca, Scandinavia, the British Isles, Mexico, and special trips to the New York World's Fair.

Here is a calendar of some of the club's major tours:

May 3—The first of 10 special trips to the New York World's Fair. These 5-day trips will cost $35 for those traveling by bus from Washington (arranged by the club), and $26 for club members who furnish their own transportation to New York. The tour includes 4 nights (in a twin-bedroom) in a first-class hotel, and three tickets to the fair. The other fair trips will begin May 21, June 7, June 25, July 5, July 23, August 2, August 20, September 6, and September 24.

May 12—The first of three 32-day tours of Europe that will include eight countries. All three tours will include stops in London, Paris, Rome, Brussels, Amsterdam, Nice, Innsbruck, Venice, Florence, Bonn, Heidelberg, and Lucerne.

June 18—A 27-day tour of the Scandinavian countries.

June 27—The second European trip, which returns July 28.

July—A trip to Hawaii and Tahiti in the Pacific, and a tour of the Holy Land (Jordan and Israel) and Greece. The details and dates have not been completed for these tours.

August—A trip to the Far East, for which details and dates have not been completed.

August 29—Third and final trip to Europe, returning September 29.

September 5—A 14-day trip to Mexico.

October 1—A 21-day tour of Spain, Portugal, and the island of Majorca.

October 3—A 21-day visit to the British Isles.

The travel club invites all USDA field personnel to join. Membership costs $1 a year. Information about membership can be obtained from Mrs. Betty Brooks, Welfare Association Office, Room 1066 South, U.S. Department of Agriculture, Washington, D.C., 20250. Field members can arrange their own transportation to Washington or to wherever flights depart for overseas tours. However, on request, any trip can be priced to include transportation from your hometown.

This Pakistani boy is carrying a carton of U.S. powdered milk distributed by a private relief agency under the Food and Peace program. This photo is from a newly issued Department of Agriculture picture story which explains how Food for Peace uses U.S. food to promote the economic development of emerging countries, to feed hungry millions, and open markets for American products.

Wheat standards tightened

The Department of Agriculture will tighten its official standards for grades of wheat in an effort to increase export sales, Secretary Freeman announced last month.

The new standards, to take effect May 1, will mean less dirt, foreign matter, and dockage in American wheat than in the past.

The Secretary said the revisions would improve the competitive position of American wheat in world markets; help combat increasingly restrictive policies in some areas, including the Common Market; save tax money in the export subsidy program; strengthen the price of wheat for the farmer, and enable the CCC to ascertain better the quality of grain owned by the public.

Research directors honored

Two men who have worked together for 25 years directing a Department of Agriculture research laboratory near Philadelphia have been honored for their service.

Dr. Percy A. Wells, director of the ARS eastern utilization research and development division, and Dr. Rex E. Lothrop, assistant director, received certificates signed by Secretary of Agriculture Orville L. Freeman at a recent ceremony.

The division in Wyndmoor, a Philadelphia suburb, has developed dehydrated potato flakes, plastics and plasticizers from animal fats, and new leather products.

The 29th North American Wildlife and Natural Resources Conference will be held March 9–11 at the Sahara Hotel in Las Vegas, Nev., according to the Wildlife Management Institute.

Lloyd Barnard of Saco, Mont., has been appointed to the Montana ASC State Committee, succeeding Arthur Anderson of Culbertson.

$5 billion loaned under FCA direction

ONE OF THE Government's most unusual agencies, the Farm Credit Administration, is located in the USDA's South Building in Washington.

This independent agency (not a part of the Department of Agriculture) is quite small, with 227 employees, less than half of whom are stationed in the Nation's Capital. It supervises the institutions of the Farm Credit System which lends $5.5 billion a year to farmers. This is not taxpayers' money, but is generated by the sale of securities to private investors.

Farm Credit Administration itself does not loan money. Its job is one of supervision of the banks and associations comprising the cooperative Farm Credit System which do make loans. These are:

—12 Federal land banks and their affiliated land bank associations (long-term mortgage credit);

—12 Federal intermediate credit banks and their affiliated production credit associations (operating credit); and

—13 banks for cooperatives (loans to farmer cooperatives).

FCA carries on the normal activities of Government agencies, such as accounting, payroll, research and information, and personnel, but, in addition, is charged with the responsibility of examining all the system's banks and associations in much the same manner that national bank examiners audit national banks.

A popular misconception is that the Farm Credit System loans Government money. Not so. The banks of the system obtain loans funds—well over $4 billion a year—by selling securities to investors. FCA employees are under Civil Service, but are not paid out of tax money. Instead, all expenses of FCA are assessed against the banks and associations it supervises.

Formerly a part of USDA, Farm Credit Administration was made an independent agency in 1953. It continues to cooperate with the Department. The Secretary of Agriculture appoints one of the 13 members of the Federal Farm Credit Board, which makes policy for FCA. The other members are appointed by the President. The board also appoints FCA's chief executive officer, who is now Robert B. Tootell.

The Farm Credit System is a tremendous source of credit for farmers and their cooperatives, and a tremendous investment. Farmers and cooperatives own over $497 million in capital stock of banks and associations. Considering U.S. agriculture's growing capital needs, it appears to be a very good investment. It is FCA's job to keep it so.

This is the time of year when snow surveyors travel the rugged, glistening mountain terrain of the West to measure the snowpack. The data they gather is used to estimate how much water will be available in the coming year. In a region where water is relatively scarce, the water supply forecast is important news to farmers, industry, Government, and others. Traveling on skis, snowshoes, and other means of conveyance, surveyors cover 71,000 miles each winter to measure snow at 1,400 locations.

Farms decrease in 1963

The number of farms in the United States dropped by 3 percent during 1963 to some 3.5 million for the Nation, according to Statistical Reporting Service.

The total amount of land in farms declined by some 4 million acres to a level of 1,155 million acres. The figures reported do not include Hawaii and Alaska.

The new 1964 total of farms was 28 percent below the level of 10 years ago, and 38 percent less than the 5.6 million farms in operation in 1950.

The total land in farms compared with 1,202 million acres in 1950. The average size of farms increased again, from 325 acres in 1963 to 332 acres in 1964.

A cropland conversion program is being initiated on a pilot basis, helping farmers and groups of rural people convert cropland into recreation areas or to wildlife habitat, or to grazing, timber, or water storage. Some 2,800 agreements had been signed by Dec. 1, 1963 to divert nearly 130,000 acres of cropland to such uses.

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USDA
Employee News Bulletin
FOR FEBRUARY 26, 1964

As I See It

EVERY PROFESSOR of agricultural economics ought to have the opportunity to work for the U.S. Department of Agriculture. This is an exciting place to work. Here imaginative ideas are not only prized, they are an absolute necessity; here ideas are confronted with the hard facts of the real world, remolded and forged into new programs for the benefit of all citizens—both rural and urban.

Now I would be among the first to admit that it is good fun, in the academic world, to write articles for learned journals and books for bulging libraries that convey the idea that the really big surplus commodity in Washington, D. C., is stupidity. But the sports writers rarely enjoy the game as much as the players. Employees of this Department enjoy the excitement of knowing that their work and their conclusions will have an important bearing on national policy decisions. Along with this excitement, USDA employees also sense the heavy hand of responsibility—the responsibility of knowing that the best agricultural research and extension organization in the world must be made even better. We know too little about the means to make the most effective attack on the poverty which exists in much of rural America. We know too little about the delicate balance between excess production, low prices and low incomes on the one hand and adequate production, adequate reserve stocks and a prosperous, healthy agriculture on the other. We need to know a great deal about a large variety of problems too numerous to list here.

Dr. Cochrane

Serious as our problems are, we need to keep them in perspective. Last summer I was privileged to join Secretary Freeman on his visit to the Soviet Union. In any comparison between the United States and the Soviet Union three items stand out. First, the United States is exceedingly fortunate to have a productive agriculture which provides not only an abundant supply of relatively cheap food and fiber domestically but also provides an abundance which expands and supports an important part of our foreign policy, namely, foreign aid. Second, research, extension, and individual initiative are essential ingredients for a productive agriculture. Third, these essential ingredients cannot be effective in a bankrupt, poverty-stricken agriculture.

In comparison with some countries of the world, many of the problems of American agriculture are what Secretary Freeman calls "happy problems." But happy problems or not, it's going to take the best efforts of everybody in the USDA to develop "happy solutions."

—Willard W. Cochrane,
Director of Agricultural Economics

PQ man stops smugglers

For the second time in 2 months, a plant quarantine inspector of ARS has stopped a cargo of narcotics at the Mexican Border.

Charles A. Geesey, a young USDA employe stationed at Nogales, Ariz., found what looked like marijuana in a seat compartment of a panel truck preparing to enter the United States. Geesey promptly called a customs inspector. Together they searched the truck and found 40 pounds of the narcotic used in making cigarettes.

Recently another plant quarantine inspector discovered 76 pounds of heroin in a passenger car. It was the second largest heroin seizure in U.S. history.

Timasheff wins Flemming Award

DR. SERGE N. TIMASHEFF, a Department of Agriculture chemist, received the Arthur S. Flemming Award February 13 for his research in the field of molecular biology.

Dr. Timasheff, ARS

The 37-year-old Paris-born scientist was honored at a luncheon in the Statler Hotel in Washington. He was one of 10 outstanding young men in the Federal Government selected by the District of Columbia Junior Chamber of Commerce. Five of the awards are given to employees in scientific or technical fields.

Timasheff works in the Agricultural Research Service Eastern Utilization Laboratory in Wyndmoor, Pa., a Philadelphia suburb. He was cited for his research on a milk protein called beta-lactoglobulin, and on ribonucleic acid (RNA), which plays a vital role in genetics. Last year he won the $1,000 Borden Award in the chemistry of milk.

His wife, Dr. Marina Gorbunoff Timasheff, is also a scientist at the Eastern laboratory. They have a baby daughter.

After becoming an American citizen in 1944, Timasheff earned three degrees, including his doctorate, at Fordham University, where he also taught until 1950. He has been a postdoctoral fellow at Yale and the California Institute of Technology. He joined the ARS laboratory in 1955.

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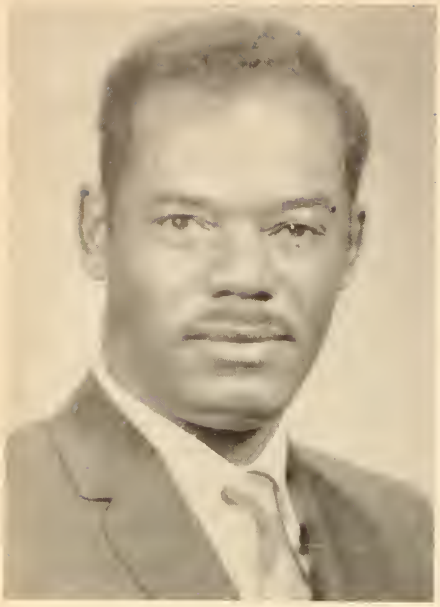

James A. Horton, AMS

My job

JAMES A. (Al) Horton, a hard-working, pipe-smoking former newspaper reporter, is assistant editor of a magazine that tells the world the latest news from Agricultural Marketing Service.

Life for Al Horton runs in a monthly cycle of deadlines. Each cycle means a new edition of Agricultural Marketing magazine. For each issue, the scientists, engineers and others who write articles must be contacted, articles edited, artwork contracted for, layout and copy-fitting done.

Editor Milton Hoffman and Horton know that if they miss a deadline, they are in for trouble: grappling with the problems of one edition while still worrying about the previous one. The magazine is planned 3 months in advance.

When AMS researchers find that the shelf life of a food can be increased, develop a new way to store or transport a farm product, or when a change is proposed in commodity grades or standards, Horton performs as both editor and writer. He must translate sometimes technical information into clear and simple prose for readers across the country.

When the job is done well, the readers often respond favorably before the boss does. Trade leaders, other editors and writers, educators and government officials ask for more information, or reprints of an article.

As if an editor's post didn't keep him busy enough, Horton has found the time for extracurricular jobs. He was publicity chairman for the 1962 United Givers Fund campaign in the Department of Agriculture, and is a member of the credit committee of the Agricultural Employees Credit Union.

Horton, 39, worked for newspapers in Washington, D.C., St. Paul, Minn., and Gary, Ind., and for a Washington public relations firm for 8 years before coming to the Department 2 years ago. A journalism graduate of Lincoln University, Jefferson City, Mo., he also did graduate work at the University of Minnesota.

OPEDA program announced

With a new session of Congress underway, the Organization of Professional Employees of the USDA (OPEDA) has announced its "Program for Professionals."

Organized in 1929, OPEDA has a membership of 7,000 field and Washington-based professionals (Grade 5 and up) in the USDA. The organization is represented on Capitol Hill by its Executive Officer Dillard Lasseter, former FHA Administrator. In addition to legislative work, OPEDA makes available low-cost group insurance for its members, publishes a monthly newsletter and sponsors various programs designed to improve the public image of USDA professionals.

Its "Program for Professionals" includes nine main points:

1. A pay raise based on comparability with private industry.
2. The merit system and other measures aimed at strengthening competitive Civil Service.
3. Thirty-year retirement without deductions in annuities.
4. Legislation to permit credit toward retirement for prior Federal-State service, such as in vocational agricultural work.
5. Equal benefits for all, including equal opportunity in retirement and survivorship annuities for husbands and wives.
6. Legislation and administrative measures designed to give equitable compensation for cost of transfers.
7. A reduction in the rate and amount of decline in Government life insurance after retirement.
8. Measures to broaden the protection of USDA employees against criminal assault, intimidation or interference while engaged in law enforcement, investigation, or other official duties.
9. Recognition in the form of retirement credit or similar incentive for accumulated sick leave.

Henry A. Baehr, agricultural attache in Athens, Greece, has been appointed agricultural attache in Vienna. John D. Motz, former director of internal audit for FAS, has been named to the attache post in Athens.

Jean Saubert

Ski star from FS family

Jean Saubert, the daring college girl who captured two medals at the Winter Olympics at Innsbruck, Austria, was started on her ski career at the age of 7 by her father, a Forest Service ranger.

As a little girl, she did her first skiing in the Cascade Mountains of the Pacific Northwest, where her dad, Jack D. Saubert, was stationed as a forest ranger.

This month, 21-year-old Miss Saubert won silver and bronze medals in the women's giant slalom and special slalom events respectively, the first awards won for the United States.

Mr. Saubert, an enthusiastic skier himself, and Mrs. Saubert were at Innsbruck to see the spectacular performances of their daughter. He is now stationed at the Payette National Forest, McCall, Idaho.

Miss Saubert, a junior at Oregon State University, where she always makes the honor roll, skis for 6 months of the year on slopes from Alaska to Switzerland. She hopes to join the Peace Corps.

Teachers cook lunch in Kentucky

IN ECONOMICALLY DEPRESSED eastern Kentucky, Agricultural Market Service is helping to bring the school lunch program to small, isolated rural schoolhouses.

Four teams of Federal, State, and local lunch officials have been conducting training programs since early December for school superintendents and teachers. They explain how to prepare lunches in one- and two-room schools, usually with 7 to 15 students.

Conducting workshops and demonstrations are Earl Butler and Bob Marshall from the Food Distribution Division of AMS in Washington, Bill Griffeth and Si Garrison from the Atlanta office.

They try to interest each county in expanding the school lunch program to include these small schools.

Because the schools often lack an indoor water supply, refrigerators, and stoves, the classes explain how to work around these problems. A list of 20 sample menus is distributed—menus that measure up in nutritional value to the more elaborate school lunches served in other schools with modern equipment, and relying heavily on USDA-donated foods.

Hot plates for the small schools are being donated, in many cases, by local rural electric cooperatives.

The teacher turns chef. Each morning she puts two kettles of water to heat on the hot plate. At recess, she adds a large can of USDA-donated meat to one kettle, a large can of vegetables to the other. These are hot by noontime. And with the addition of bread, butter, milk, and canned fruit for dessert, the children have a nutritious lunch.

Each student brings his own eating utensils from home—usually a plate, cup and spoon. He takes these home at night to be washed.

This meal—which provides each child with one-third of his daily dietary allowance—costs a dime. If the child can't afford this much, he pays a nickel or a penny. Those who cannot pay get the lunch free.

In schools where the program is already in operation, there is a noticeable increase in attendance. The children want to come to school—for the hearty meal they will receive.

The program is part of the U.S. Department of Agriculture's expanded effort to fight rural poverty.

Bartie Jane Bennett, a third grader, eats her first hot lunch at a rural school in Knox County, Ky. The meal is made possible by USDA-donated foods and know-how under expanded Federal-State lunch program.

Poverty and FHA

Administrator Howard Bertsch has alerted the Farmers Home Administration to the challenge it faces in rural areas in President Johnson's war on poverty.

"FHA's mission from its beginning and yet today can be simply stated: to improve the lot, the prospects, and the opportunities of low-income rural families," Bertsch said.

Bertsch pointed out that FHA's programs deal with poverty in three dimensions.

"First, we help some families avoid poverty," he said. "These families are operating adequately and effectively. However, because of unrealistic debt structures, disasters beyond their control, such as floods, drought or economic crisis, they would be forced to sacrifice their established positions or retreat."

The second phase, Bertsch said, is to help some rural families free themselves from poverty.

"These are the families to whom we extend credit to acquire resources—land, chattels, or management or a combination of these—to bring about the adjustments that will enable them to use labor resources more efficiently," he added. "These borrowers have youth, vigor, reasonably good health and education, and reasonable prospects for ultimate success in our competitive society."

A third group of rural families, through factors beyond their control, such as age and lack of skills, find themselves trapped in the low-income group.

The FHA director stressed that these families can improve their standard of living with modest credit advances or modest housing grants and with understanding guidance.

"They can repay limited loans and live a little better because of them," Bertsch said. "The alternative for them is continued hardship and perhaps the welfare rolls."

A national credit union leader and an agricultural educator have been named to the Rural Areas Development Advisory Committee by Secretary of Agriculture Freeman.

The new members are J. Orrin Shipe, of Madison, Wis., managing director of the Credit Union National Association (CUNA) and its affiliated CUNA Supply Cooperative; and B. C. Webb, dean of the school of agriculture at Agricultural and Technical College of North Carolina, at Greensboro.

J. William Howell, of Arlington, Va., has been named assistant inspector general for operations by Inspector General Lester P. Condon. Howell has been head of the inspector general's Washington, D.C., regional office. In his new post he will direct the internal audit and investigation of USDA operations, which are international in scope. Howell formerly was deputy director of AMS internal audit division, and a special investigator for GAO. He holds a law degree from Baylor University.

Plentiful foods

USDA's March list:

Featured: Eggs, peanuts and peanut products.

Other plentifuls: Beef, rice, broiler-fryers, potatoes, canned corn, canned ripe olives, and apples.

Health agencies need funds

SECRETARY FREEMAN has asked Washington area employees of the Department of Agriculture to support the National Health Agencies and Federal Service Joint Crusade in its fund drive from March 1 to April 15.

The campaign will benefit seven national health organizations, several organizations that give food, medical and other aid to other nations, and Radio Free Europe. The organizations are American Cancer Society, American Heart Association, Cystic Fibrosis Research Foundation, Muscular Dystrophy Association, Multiple Sclerosis Society, Society for Crippled Children and Adults, United Cerebral Palsy Associations, American-Korean Foundation, CARE, and Project HOPE.

Secretary Freeman, USDA campaign chairman, said the campaign would "contribute to better health and better understanding among the people of the world by voluntary support of voluntary organizations." He noted that similar campaigns are conducted locally in other cities.

He appointed Administrative Assistant Secretary Joseph M. Robertson as vice chairman, and Joseph P. Loftus, Office of Budget and Finance, as Department campaign director.

Loftus said the campaign's success would depend on every employee doing his share. "We want every employee to have the opportunity to contribute toward these worthy causes," he said. "For that reason, chairmen have been selected for each agency to carry the message to every man and woman."

Many sources aid conservation

Local soil and water conservation districts are getting more help from non-Federal sources than ever before, a recent study by the Soil Conservation Service indicates.

Non-Federal sources contributed an estimated $43,846,000 to help soil and water conservation districts carry out their programs in fiscal year 1963, the study found.

The estimate includes all non-Federal appropriations or allocations, contributions in funds or personal services, unpaid time and out-of-pocket expenses of soil conservation district officials, contributions of equipment, and use of facilities. Not included are the costs of individual landowners or local organizations in applying conservation measures.

The contributors were local and State governments, private individuals, commercial companies, institutions, and organizations. Their contributions were mainly for flood prevention and watershed projects; salaries and expenses; machinery, materials and supplies; information and education; and the National Soil Survey.

The agency chairmen for the National Health Agencies campaign are:

Wingate E. Underhill, SEC; Richard M. Smith, AMS; Dr. Sam R. Hoover, ARS; Robert L. Forney, ASCS; Alan J. Strelser, B&F; Sue Bond, CEA; Bennett S. White, CSRS; Arthur W. True, ERS; James A. Black, FCS; Robert C. Leary, FHA; Ernest C. Neas, FCIC; Albert S. Bacon, FES; Lester Warmbrun, FAS, IADS, and IOS; Franklin Salzman, FS; W. E. Bawcombe, OGC; Annabel Hadley, OHE; Francis A. Shea, Information; William H. Hillenbrand, OMS; Robert I. McCleary, OIG; Maurine Gardner, OMASD; Ljubo Lulich, NAL; James Entwistle, Personnel; Kenneth J. Williams, P&O; Marguerite Gilstrap, ORAD; John W. Scott, REA; Beulah L. Ridenour, SCS; Howard L. Bossart, SRS; Bernice R. Thayer, Graduate School; Raymond V. Mosser, Cafeteria & WA, and Benjamin O. Hills, Jr., Credit Union.

The staff of the AMS area information office in Atlanta receive *Certificates of Merit* from Franklin Thackrey (right), director of AMS marketing information division, for giving thorough and effective information service to farmers, consumers, and businesses in the Southeast. The staff members are (L. to R.) William Poole, assistant chief; Edith Baggett, Stanley Prochaska, Edward Hightower, Connie Crunkleton, and Arthur W. Sussott, chief of the Atlanta office.

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USDA
Employee News Bulletin
FOR MARCH 11, 1964

As I see it

Nosecones and needles

Polaris nosecones and miracle medicine that penetrates the skin. Do these sound like unrelated subjects? They are not at all. They are examples of some of the latest wonders from wood.

They illustrate the value of basic research. They further show how wood research may alleviate poverty by creating new products and markets out of raw materials that often surround rural poverty.

Mr. Cliff

Man's oldest raw material becomes as new as tomorrow's missile shot through research. Polaris missile nosecones are now made of spruce veneer glued together to form a double - curved plywood. This is considered significant progress in rocketry, since vibration caused cracks in the formerly used beryllium and titanium. Wooden nosecones came out of research at USDA's Forest Products Laboratory collaborating with the U.S. Naval Research Laboratory.

But the scientists did not start out to make a better nosecone. Basic research, someone has said, is like a baby—you don't know what it will look like until it is born and you won't know what it's good for until it grows up. The wooden nosecones resulted from basic research on analytical mechanics of wood, high temperature glues, and the high temperature charring rate of wood.

A new drug that has been called "unbelievable" and a "miracle medicine" can also be used as a painless hypodermic needle.

A major component of wood, nearly one-third, is a substance known as lignin. Profitable uses for it have been sought for years, but it is still largely a waste material. It is so complex that its exact chemical makeup has not yet been unraveled, although Forest Service scientists and many others have devoted much research to it. Now a lignin-derived chemical, dimethyl sulfoxide (DMSO), may prove to be an exciting new drug.

A large western paper manufacturer and scientists at the University of Oregon are testing DMSO for medicinal use. Possibilities being evaluated: It appears to readily penetrate body tissues, carry other drugs with it, and may be a potent pain killer. Its unusual absorption property, mixed with vaccines or other medicines, might make the hypodermic needle obsolete. A diabetic, for example, could give himself a daily dose of insulin just by smearing the mixture on his arm.

Besides the great medical potential, this could be one more profitable use for a part of wood now largely wasted.

Polaris nosecones, painless needles, miracle medicine—these bespeak marvelous implications. They tell us dramatically that all the adventure of discovery has not gravitated to outer space, but can be right before our eyes—in common yet miraculous materials such as wood.

—Edward P. Cliff,
Chief, Forest Service.

Joseph R. Williams, former assistant agricultural attache in Brussels, has been appointed agricultural officer in Salisbury, Southern Rhodesia, with reporting responsibility for Northern Rhodesia, Nyasaland, and Mozambique. He succeeds Paul J. Ferree, who was assigned as agricultural attache in the Republic of the Congo. Williams is a former director of the ASCS Tobacco Division.

Drosdoff heads foreign farm aid

DR. MATTHEW DROSDOFF, chief agricultural officer for the U.S. Agency for International Development in South Vietnam, has been named administrator of the new International Agricultural Development Service.

The new agency coordinates Department of Agriculture participation in foreign technical assistance programs.

Drosdoff, 55, a Chicago-born soil chemist who helped the Vietnamese government develop national and provincial agricultural programs, comes to the Department with almost a decade of experience in economic aid. He has had technical aid assignments in Peru and other Latin American countries.

Secretary Freeman, in announcing the appointment, described Drosdoff as an outstanding individual with a broad understanding of the agricultural problems encountered by developing nations.

The Secretary said the Department is being called upon, with increasing frequency, to take part in foreign economic

Dr. Matthew Drosdoff, IADS

development activities in cooperation with the Agency for International Development and other organizations. The International Agricultural Development Service will handle these requests and coordinate the use of USDA personnel, facilities and know-how for technical assistance and training.

Drosdoff earned a B.S. degree and a doctor's degree in soil chemistry from the University of Wisconsin. He joined

(*Continued on page 2*)

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My job

THE FEDERAL CROP Insurance Corporation's voluntary program protects the farmers' production cost against weather disasters and requires him to pay an annual premium. Because rates and coverage change, to keep pace with improved farming, we must constantly explain the program to farm families.

From the outset, one aim has been to explain the program to farmers in the same way everywhere. Pursuing this aim, the job of sales trainer was created in 1957 to guide and teach everyone who would be explaining crop insurance to farmers—fieldmen, supervisors, district directors, office personnel and others—so their presentations would be alike, and would effectively use standard materials.

I was the first sales trainer. In 6 years I have helped train 137 people, made over 5,000 individual farm-contacts with them, helped in the writing of some 3,000 crop insurance applications with a total premium of about $700,000. In addition, I have planned and conducted group training schools in six southwestern States.

My work is similar to that of eight other sales trainers in other parts of the country. Their backgrounds are somewhat similar to mine, I believe. I grew up on Kansas and Missouri farms, played high school football, and later married my high school sweetheart. We farmed about 200 acres near Denison, Kansas (which is near Holton) through some perilous times. In depression years I cut and sold wood to balance a meager budget.

Serving as a PMA and AAA community and county committeeman for some twelve years, and selling crop insurance when it started in 1938 helped to acquaint me with the program. I am convinced, and see evidence of it daily, that Federal Crop Insurance offers farmers a sound, businesslike protection against the high risks of their occupation—a protection they need for their farming future and their present peace of mind—a protection that is important in the bolstering of the economy of farm communities and the whole of U.S. agriculture.

—CHESTER B. BARTLETT,
Federal Crop Insurance Corporation.

George B. Reeves of Chaptico has been appointed chairman and James M. Voss of Denton as a new member of the Maryland ASC Committee by Secretary Freeman.

Chester B. Bartlett, FCIC

USDA to build new labs

Two Department of Agriculture laboratories, one for utilization research and one on weed control research, will be built in the South.

A $9.5 million facility will be located in Athens, Ga., to search for new improved uses of poultry and eggs, fruits and vegetables, and other farm products of the Southeast.

It will be the first major regional utilization laboratory to be built since 1940. Other utilization research centers are in Philadelphia, New Orleans, Peoria, Ill., and Albany, Calif. The Southeastern Laboratory is expected to be in operation by 1967.

The weed research center will be established at Stoneville, Miss., to make a concerted scientific attack on weed problems in the South. This laboratory, which will cost about $1.5 million, is expected to be in operation by 1966.

Other Federal and State research facilities concerned with problems of the Mississippi River Delta are located at Stoneville.

The University of Wisconsin will offer a Communications Research Workshop June 1–20 in cooperation with the American Association of Agricultural College Editors. Larry Sarbaugh, director of publications research for the Office of Information, will be the instructor. Those interested may contact Professor John E. Ross, College of Agriculture, University of Wisconsin.

Meat market research

Consumers and producers alike benefit from greater efficiency in the marketing of food and other products of American farms. A major objective of marketing research in AMS is to find and develop such efficiencies. A recent study in the marketing of meat is an example.

Processing retail cuts of fresh meat in a central plant for a group of retail stores can save thousands of dollars annually in construction, equipment and labor costs—as much, for example, as $650,000 for a group of 40 stores with a yearly meat volume of $13 million. Benefits from such reductions in marketing costs can be shared by consumers through lower retail prices and by producers through higher prices for livestock.

Central meat processing offers opportunities for savings due to: (1) Better distribution of meat cuts according to market preferences, (2) more uniform and efficient cutting, (3) better control of overhead costs, (4) advantages of quantity buying, and (5) a better market for byproducts.

This study of packaging retail cuts of fresh meat at central plants was conducted under the general direction of R. W. Hoecker, chief, wholesaling and retailing research branch, AMS' transportation and facilities research division.

Drosdoff heads foreign farm aid

(*Continued from page 1*)

the USDA Bureau of Chemistry and Soils in 1935 and was in charge of soil studies for tung investigations at Gainesville, Fla., from 1940 to 1955. During this time he served as a technical adviser in several Latin American countries.

In 1955, he became a soils adviser for the U.S. foreign aid mission in Peru, and was assigned to Vietnam in 1960. He served there as chief of the agriculture division and food and agriculture officer for AID.

Albin T. Chalk has been named SCS State Conservationist in South Carolina, succeeding Dr. Thomas S. Buie, who is retiring. Chalk has been serving as assistant state conservationist.

Felicia Budvitis, clerk-stenographer in the Chicago Office of the AMS Food Distribution Division, received a *Certificate of Merit* for outstanding performance in working on the school lunch and special milk programs in the Middle West. She also received an in-grade increase in salary.

The discussion on pesticides

In discussing chemicals and pest control before the Weed Society of America last month, Secretary Freeman said:

"The public discussion of pesticides has, I believe, sharpened our awareness of the two basic problems. First, we are concerned with the residues which remain after a pesticide is applied, and the danger of this lingering effect on people and animals. Second, we are concerned with the possible misuse of the pesticide or herbicide at the time it is applied. Used properly, the chemicals can be used with confidence. Used carelessly, they are dangerous."

We don't know if an enemy will ever attack the United States. We do know how to protect ourselves against the possibility. Make your family survival plans now—once warning is given, it's too late.

Development goal: rural jobs

JOBS for low income farmers and increased community income through land use adjustment are some of the benefits expected from seven Resource Conservation and Development Projects approved by Secretary Freeman.

The selected projects are in Georgia, Oregon, South Dakota, Vermont, New Mexico, Wisconsin, and an interstate area on the Idaho-Washington border. They cover about 11 million acres of land. They bring to ten the number of Resource Conservation and Development programs approved for USDA planning assistance. The first three projects selected are in Indiana, Pennsylvania and Minnesota.

The projects were authorized by the Food and Agriculture Act of 1962. Funds for planning were authorized by Congress in December. Soil Conservation Service, which has leadership for the projects, will provide technical help to local groups that will make plans to develop, conserve and use their resources.

Particular attention will be given to management of woodlands, development of recreation areas, watershed protection and flood prevention to provide full use of water resources. In addition to increasing job opportunities for rural residents and low income farmers, the projects are designed to develop industry to fit the natural resources and the labor resources of each area.

Almost $500 million worth of crop production investments were covered by Federal crop insurance in 1963—the largest coverage in 25 years.

The humble soybean

The booming soybean market was discussed recently by Secretary of Agriculture Orville L. Freeman in a speech before the Soybean Growers of America in Decatur, Ill. He said:

". . . I took action to increase soybean price supports for the 1961 crop to $2.30 a bushel, both to increase farm income and to divert land from feed grains to soybeans. There is no action I have taken as secretary which has been criticized more."

In recounting developments since that time, he said:

"As a result of the growth since 1961, it (soybeans) is the largest single dollar export earner among farm commodities. It also ranks as the fourth largest cash crop . . . moving into the position long held by tobacco. At present growth rates, it could soon exceed wheat and cotton as well."

"In three years, the value of the soybean crop has increased by more than 50 percent—from $1.1 billion to $1.8 billion—and a healthy chunk of that increase has gone into the farmer's pocket, the place where increased income should go."

Agustin Vidal, a district office supervisor in the ASCS Caribbean Area Office, San Juan, Puerto Rico, was awarded a Certificate of Merit for sustained outstanding performance of his duties.

Certificates of Merit are presented to six employees of the Marketing Information Division by AMS Administrator S. R. Smith (left) with an assist from Franklin Thackrey (third from right), marketing information director. Award recipients were (l. to r.) James A. Horton, Eleanor Ferris, Milton Hoffman, Dale May, Pete Keay, and Lance Hooks. They were cited for superior performance of information work on the 50th anniversary of USDA marketing work last year.

Water harvesting

Economical ways to collect and store runoff in low rainfall areas of the West may soon be available to ranchers. This will be particularly valuable where grazing land is not fully used, because there is no dependable water supply.

Several low-cost methods of water harvesting—collecting water from an area where soil has been treated to increase rainfall runoff—have been developed at the U.S. Water Conservation Laboratory, Tempe, Ariz. Methods being tested include ground covers to collect rainfall, soil treatments to increase runoff, and storage equipment to eliminate evaporation and seepage. Materials such as asphalt emulsion sprayed on the soil surface and covered with aluminum foil, sheets of butyl rubber, and polyethylene have been used.

Dr. C. W. Laritzen, ARS soil scientist, in cooperation with the Utah Agricultural Experiment Station, did some of the early research which paved the way for studies now being conducted at Tempe.

Lloyd E. Myers, director of the Tempe Laboratory, sees the possibility of water harvesting being eventually used to add to supplies of water for municipal and industrial uses.

William H. Hosterman (left), veteran grain and hay marketing specialist, receives a merit award for developing ways of measuring and improving hay quality from Dr. W. B. Washko, chairman of the American Grassland Council. In his 40 years with USDA, Hosterman has done most of the basic work in developing hay standards, conducted studies on hay marketing, and prepared bulletins on the subject. He is assistant chief of standardization and testing in the AMS grain division.

If you are undecided about where to go for a summer vacation, take a look at beautiful Mount Shuksan and Picture Lake in Washington's Mount Baker National Forest. In the Nation's 154 national forests you can find many kinds of recreation, camping, hunting, fishing, and horseback riding, and for those who like brisk weather, skiing and other winter sports. If you have not considered it, you might include a forest visit in those vacation plans.

DID YOU KNOW THAT . . .

. . . The estimated value of futures trading regulated by the Commodity Exchange Authority on the Chicago Board of Trade in 1963 was $58 billion; and the value of stock trading on the New York Stock Exchange was $54 billion?

. . . The wheat, corn and cotton price quotations in your daily newspaper are ordinarily "futures" prices rather than "cash" prices? This is because futures prices registered on commodity exchanges are so widely used as base prices in selling these commodities at terminal markets and country points.

. . . You can tell whether major trading groups in the commodity markets—small traders, large speculators and large hedgers—are net long (buying on balance), or net short (selling on balance) by following the monthly Traders' Commitments Reports issued by the Commodity Exchange Authority?

Three men have been named to the Pennsylvania ASC State Committee by Secretary Freeman. They are James W. White of Kittanning, chairman, William H. Baumgartner of Kunkletown, and Edison W. Osborne, of Peach Bottom.

USDA films in national contest

Eleven motion pictures produced by the Motion Picture Service, Office of Information, have been entered in the American Film Festival to be held April 29 in New York.

The films are "Foreign Marketing Newsreel," an FAS film on foreign market development; "One Bug Is Too Many," which discusses animal disease eradication; "Safe Use of Pesticides," for ARS and the Department of Health, Education and Welfare; "The Safest Place" on rural civil defense, for FES; "Turning Point," the story of FHA, and a series of six films for use in elementary schools on the multiple use of forests titled "Life in the National Forest."

Charles W. Rainwater of Homer has succeeded Lawrence H. Lancashire of Soldatna as a member of the Alaska ASC State Committee.

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U.S. DEPARTMENT OF AGRICULTURE
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USDA

Employee News Bulletin

FOR MARCH 25, 1964

This is an artist's conception of the setting for the Department of Agriculture's Food and Home Fair to be held April 14–30 in the USDA Administration Building in Washington.

Rural renewal is launched by Secretary Freeman

A new program designed to help renew rural areas of poverty and unemployment was launched recently by Secretary of Agriculture Orville L. Freeman.

Pilot areas in five States were chosen to receive loans and technical assistance under the rural renewal program, which will help local people to buy and develop land for efficient family farms, public recreation, reforestation, housing, and other purposes.

The Secretary said the program would prove to be "the best single program technique for getting at the areas of severe poverty in rural America."

The program will be managed primarily through local government agencies and rural renewal authorities. Federal help will be administered by Farmers Home Administration of USDA.

The selected project areas are Little River County in southwestern Arkansas, which has many small and part-time farms; Washington, Walton, and Holmes counties in northwest Florida, where half the families have incomes below $3,000; Monroe and Appanoose counties, in southeastern Iowa, where most farm operators need off-the-farm jobs; Dallas and Hickory counties, Missouri, in the Ozarks north of Springfield, an area of very small, subsistence farms; and Mineral and Hardy counties in northeast West Virginia, a forested, hilly area of small, residential farms.

Fair will highlight consumer services

A COLORFUL EXHIBITION of the many ways in which the Department of Agriculture serves American consumers will be held this spring in Washington.

The Food and Home Fair, to be presented April 14–30 in the patio of the USDA Administration Building, will explore and highlight many fields of interest to consumers: new foods, the latest in fabrics and fashion, gardening, kitchen design, shopping advice, budget hints, credit buying, and how to prepare for a camping trip.

Secretary of Agriculture Orville L. Freeman, Mrs. Esther Peterson, special presidential assistant for consumer affairs, and Mrs. John G. Lee, chairman of the President's Consumer Advisory Council, will take part in the opening ceremony.

A panel discussion on "What the Consumer Wants To Know" will be conducted by Mrs. Peterson, Mrs. Lee, Michael J. O'Connor, executive director of the Supermarket Institute, and Assistant Secretary of Agriculture George L. Mehren.

In announcing the fair, Secretary Freeman said the Department serves the consumer in 50 different areas. "These services," he said, "range from the assurance of a constant and wholesome food supply to fabrics that wear better, to increased recreation facilities in rural areas, and nutritional lunches for 16 million school children."

He said that when Americans shop for food, clothing, and homes, they are confronted with a multiplicity of products, prices, labels, and claims. "To buy intelligently," he said "they must be familiar with a large volume of information . . . Through its research and action programs, the Department of Agriculture has much of this information readily available to consumers."

The Food and Home Fair will present demonstrations of new products, techniques, and USDA services useful in the home and garden. It will emphasize a different consumer-interest field each day, such as food shopping, recreation, gardening, fashion, etc. It will present fashion shows to highlight the most modern wool and cotton fabrics from USDA research.

Exhibits and demonstrations will portray such subjects as how to benefit from food grades and inspection; the latest in food and clothing research; a kitchen designed to save energy; how to use pesticides wisely; safe use of electricity; how

(Continued on page 2)

724-141 643—64

My job

MY JOB in the Agricultural Stabilization and Conservation Service is in the Aerial Photography Division. I am in charge of the Division's Washington Sales and Service Unit. It is my responsibility to provide employees of USDA, other Federal Government agencies, and the public an opportunity to examine aerial photos of land taken to check compliance with farm programs. Those interested may order prints from photo laboratories in Asheville, N.C., and Salt Lake City, Utah. By law, aerial photos are available to the general public and State and local governments at prices approximating cost. The primary use of the photography is in the administration of commodity programs of ASCS.

So that the pictures can be inspected, index sheets are maintained for each county of which pictures have been taken. Each sheet, which may include all or a portion of a county, is a grouping on a small scale of individual prints. By locating the area of interest on the index sheets a purchaser can identify and order the print he needs. An atlas of the States and county transportation maps are kept up to date to provide locator assistance.

Would-be purchasers run the gamut of man's enterprises. Beyond the regular run of Government agencies such as USDA, Defense, Interior, etc., we have frequent requests from real estate firms, universities, mineral explorers, lawyers, churchmen, highway engineers, farmers, sportsmen, manufacturers, and many others. Prints have been used as evidence in title and in accident court actions. College students use them in thesis work. Utility companies find them helpful in locating pipelines or electric lines. Farmers use them in planning conservation and in crop management. Hunters locate new game areas, and fishermen find new fishing grounds. These are only a few of the myriad uses found for ASCS aerial photography.

Interested parties may visit our photo-index library in room 4405A Auditors Building. After determining the needs of the individual, we prepare an order, accept the required advance payment, and send out the order.

An even larger volume of orders reaches us by mail. Frequently we are asked to locate the point of interest and pick the exact print required by the writer. Mail orders that come from individuals and schools overseas must clear special restrictions before being filled. Some repeated users resort to telephone orders with payment follow-up, but these are discouraged. For one thing, each print is alphabetically coded and the descriptive letters can easily be misunderstood on the telephone.

My division has offices in each photo laboratory. We receive orders for more than half a million prints annually and receive payments of more than three-quarters of a million dollars.

—THELMA LINK, ASCS

Thelma Link, ASCS

Leather fashions interest Japan

Leather bathing suits and leather evening dresses were among the new leather products which gave the Japanese new fashion ideas in a recent show at the U.S. Trade Center in Tokyo.

Japanese trade people responded enthusiastically to the new hide products, according to Department of Agriculture people who attended. Designers said the show broadened their previous idea of leather as a material mostly for sportswear.

Said one designer: "We had not realized the many colors available and possible uses of leather as an attractive material for all types of fashion wear."

Japan, which is already the largest buyer of American agricultural commodities, is expected to increase its purchases of U.S. cattle hides as a result of the recent show. The event was sponsored by the U.S. Department of Agriculture in cooperation with Western States Meat Packers Association, and the All-Japan Leather Association.

Japan bought $32 million in U.S. cattle hides in fiscal 1963, and a total of $612 million worth of U.S. agricultural products in calendar 1963.

What is free market?

When Assistant Secretary George L. Mehren addressed the Colorado Cattle Feeders Association recently in Denver, he said:

"I know that the realists here today are aware that beef imports, while important, are but one part of the complex problem of price, and that without some degree of government responsibility for fair and open competition, your freedom to compete in the market would be gravely endangered.

"As every realist also knows, the very abstract concept of the free market eulogized in song, story, and nostalgic, not to say romantic, economics of the elementary textbook has long since ceased to exist—if indeed, it ever did exist as the textbook once defined it. What we have in our current 'mixed' economy is a different and very valuable free market protected and guarded by regulations and rules of trade designed to assure honest, fair, and open competition. And while there is a vital kind of competition in agriculture, and in labor, it is still not the simple and abstract concept of the books.

"It is in this setting of factual life that we must try to analyze and find answers to problems besetting our farm and food economy. The fact of the matter is that part of the marketing system for farm products today has come closely to resemble that of other industries."

Fair will highlight consumer services

(*Continued from page 1*)

to budget, buy on credit, and otherwise manage the household; how to find recreation in wilderness, rural, and forest areas, and housing for senior citizens.

Smokey Bear, the familiar symbol of forest fire prevention, will be among the attractions.

Secretary Freeman said, "We invite consumers and those who work with consumers to come to the Food and Home Fair and see how the Department serves them. We want to show them how to get information and how to use it to their advantage."

GET THE SAFETY HABIT

Smokey's artist designs new stamp

RUDOLPH WENDELIN, the Department of Agriculture artist who draws Smokey Bear, has created a new stamp commemorating John Muir, the California naturalist and conservationist.

In preparing for the job, Wendelin read extensively of Muir's writings to get in the right mood. He became so interested that he did a sculptured head and painted a portrait of Muir, who is remembered for his crusade to save California's giant redwood trees at the turn of the century.

The 5-cent stamp will be issued April 29 at a ceremony in Martinez, Calif.

Artist Wendelin is very much at home in the field of conservation. He has portrayed Smokey in hundreds of scenes aimed at the conservation of natural resources and the prevention of forest fires. His work is part of the public service campaign to prevent forest fires sponsored by the Advertising Council. He did not create Smokey although he did help to launch the Forest Service's Smokey Bear project. However, Wendelin is responsible for the present day Smokey, who has become a friendly animal who seems capable of human emotions.

Wendelin designed the Forest Conservation postage stamp in 1958, and adapted a painting for the Range Conservation stamp in 1961. He also helped to design a World Forestry Congress stamp in 1960.

The outdoors furnish some of his best material. A 1-week pack trip through southern Colorado last fall produced some 24 watercolors which are now on exhibition in Denver. Wendelin has exhibited at the Smithsonian Institution in Washington.

AAACE meetings in April

Assistant Secretary George L. Mehren will discuss the Department of Agriculture's consumer services April 30 before the Washington USDA chapter of the American Association of Agricultural College Editors in the South USDA Building.

The northeast region of AAACE will conduct a workshop April 27–29 at the Department of Agriculture in Washington. The purpose will be to "learn how to provide more effective information and educational support to social and economic development in communities and areas."

Rudolph Wendelin puts the final touches on the sculptured head of naturalist John Muir. He used sculpture in designing the Muir commemorative stamp at upper right.

As I See It

RECENTLY a friend called me with regard to a problem and indicated that he thought it called for a "cooperative approach." These words gave me the inspiration for my remarks in this column.

Now, just what did my friend have in mind when he called for a cooperative approach on his problem? From our conversation, I found that he meant we might see how much interest we might have in doing the job together. There are many jobs that one person can't do all by himself. In fact, there are few jobs, except small ones, that can be so handled. Most things we do, if they are of any size, call for more talents, time, or experience than any one person can provide.

This is especially true for jobs that call for immediate action. I know that in my own work my first thought is—who can I get to help me on this?

I think the cooperative approach means more than asking others for help. It means sharing the request with others so that they will feel jointly responsible for whatever is done.

A person cannot cooperate unless he is willing to give as well as take. This is the essence of the cooperative approach. We must be willing to work with others. We must recognize their needs as fellow human beings, to have some say in things, just as we expect others to respect our own interests and viewpoints.

The cooperative approach is an essential tool for effective management. We can often achieve more by cooperating with others and at a minimum of cost and time. Management authorities like to use the term "participative management." They mean the sharing of management responsibilities and giving credit to those with whom they are shared. Isn't this just another way of saying that in business as well as in all other affairs we need to develop the cooperative approach?

Long experience has demonstrated that the cooperative approach is a useful tool.

—JOSEPH G. KNAPP, *Administrator, Farmer Cooperative Service.*

Plentiful foods

USDA's April list:

Plentifuls include beef, eggs, canned corn, rice, dry beans, cottage cheese, and canned ripe olives.

Safety tips on pesticides

Henry Shepherd, Department of Agriculture safety officer, has compiled a list of safety pointers for those who use pesticides.

He said this is not a matter of on-the-job safety, but noted the President's safety policy calls for Federal agencies to promote safe practices on and off the job.

Here is the list of tips on the safe use of pesticides:

Don't save or reuse empty pesticide containers.

Don't leave mothballs where children can find them.

Don't use a pesticide in the home—if a gas mask is required.

Don't use your mouth to blow out clogged sprayer lines, nozzle tips, or to siphon a pesticide from a container.

Don't smoke while handling pesticides.

Don't spray or dust outdoors when the wind is high.

Don't apply pesticides near wells or cisterns where they might contaminate such water sources.

Don't leave pets' water or food containers where they will catch a spray.

Don't let the children help Daddy spray.

Do read the label (before) every time you use the pesticide.

Do buy the right product for the right purpose.

Do follow the instructions and mix in a well-ventilated area.

Do treat every pesticide as a poison—that's what it is.

Do dispose of containers quickly and safely.

Do store safely—away from curious and inquiring eyes and hands of children—yours or the neighbors—in original containers; kept tightly closed.

Do wash your hands thoroughly and promptly after handling a pesticide, and avoid prolonged contact.

Do protect skin with appropriate washable or disposable covering and wash or dispose of the covering promptly.

Do wash vegetables and fruits thoroughly before eating.

Industry promotion tripled the sales of U.S. turkey to Italy in 1963. The U.S. now sells more turkeys to Italy—1.8 million pounds last year—than any other exporter. However, Hungary has been the leading exporter of poultry to Italy for 9 years.

William S. Edwards of ARS chats with Mayor Willy Brandt in the West Berlin City Hall.

ARS man meets Willy Brandt

William S. Edwards, director of the ARS northern administrative division in Minneapolis and Minnesota State chairman of the Federal Service Joint Crusade for the past 6 years, toured Europe under sponsorship of Radio Free Europe.

Radio Free Europe is one of the agencies which benefits from the fund-raising campaign.

Edwards was the only Federal employee in a group of 35 prominent business, broadcasting, and civic leaders which visited Munich, East and West Berlin, and the border between West Germany and Czechoslovakia several months ago.

The group met Mayor Willy Brandt in the historic Berlin City Hall, and the U.S. Ambassador to West Germany, George McGhee.

Edwards, a veteran of 29 years with USDA, is a past president of the Twin City (Minneapolis-St. Paul) Federal Business Association, and the Twin City USDA Club.

Establishment of a new Advisory Committee on Cattle to represent producer, trade, and consumer interests was announced this month by Secretary Freeman. Willard W. Cochrane, Director of Agricultural Economics for USDA, was named chairman. The committee will be asked to give particular attention to beef imports and current negotiations on world trade in beef.

The Ninth International Grassland Congress will be held January 8 through 20 next year in Sao Paulo, Brazil. Tours will be conducted before and after the congress.

FCIC has a birthday

GOV. JOHN CONNALLY of Texas said recently, "The program itself and the men and women participating in it are to be congratulated on this 25th anniversary of Federal crop insurance."

Similar birthday greetings have been flowing in from all over the country to USDA's Federal Crop Insurance Corporation. Now entering its 25th season of insuring farmers' crop investments against loss from drought, insects, disease and weather damage, crop insurance protected half a billion dollars in crop investments on 13 million acres in nearly 1,100 counties during 1963.

Good wishes came from the governors of many States. The Texas State Legislature proclaimed a Crop Insurance Week. Cook County, Ga., held a Crop Insurance Day with a parade, barbecue and rally at the ball park, all sponsored by the local chamber of commerce and the county farm bureau with the backing and blessing of the Georgia Farm Bureau. Georgia Gov. Carl Sanders called Federal crop insurance ". . . vital to the agricultural stability of our State."

From the wheatlands of North Dakota to the tobacco and peanut areas of Virginia, from the cotton country of South Carolina to the orange groves of California came statements from farmers, bankers, businessmen, and State secretaries of agriculture, telling how crop insurance had helped them, their communities and States.

From farmers came such comments about Federal crop insurance as: ". . . the best investment I ever made," ". . . crop insurance saved my life last year," ". . . it lets me sleep a little better at night," ". . . one of the greatest benefits ever sponsored by USDA." Bankers and rural businessmen wrote to say ". . . we feel it kept our economy alive."

In different phrases, people across the land filled in the details of why and how Federal crop insurance is, in the words of Secretary Freeman, "A first line of defense against the terrible impact of crop disaster."

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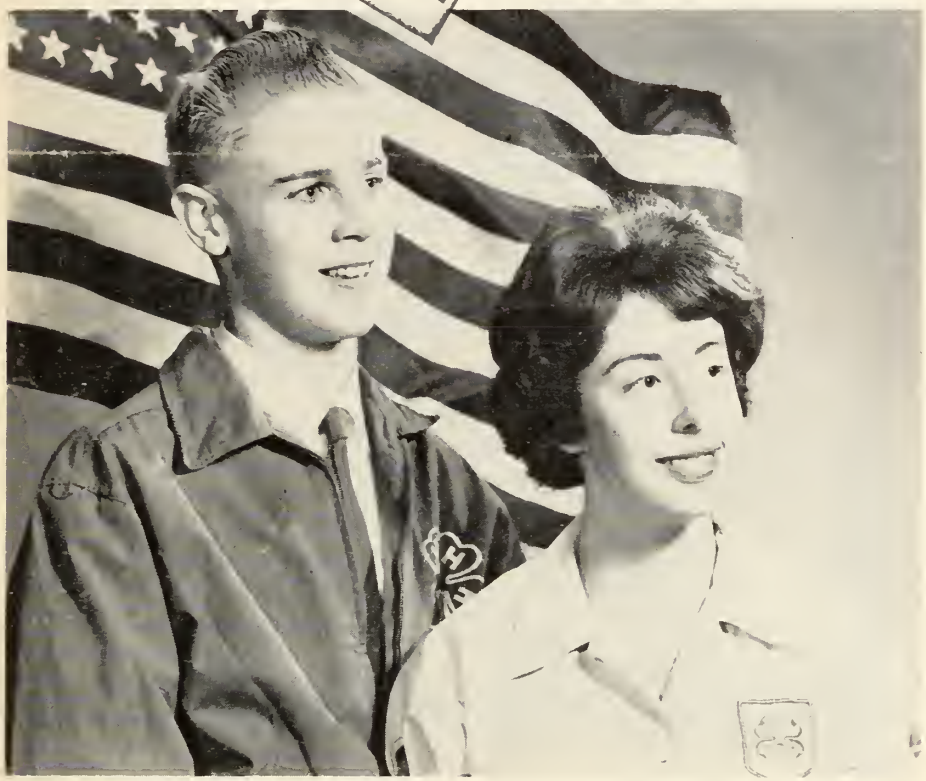
USDA
Employee News Bulletin
FOR APRIL 8, 1964



Youngsters like the two pictured above represent the best of the Nation's rural youth. They are looked to as the leaders of tomorrow's America. Delegates from 4–H Clubs across the country will meet in Washington April 18 to 24.

Guide to consumer services published

A new booklet which explains how to take advantage of Department of Agriculture consumer services has been published. Its release coincides with the opening of the Food and Home Fair for Consumers, which runs April 14–30 at the USDA in Washington.

It is the first time this information has been brought together in a single volume. The 50-page "Consumer's Guide to USDA Services" (MP–959) discusses the Department's many services, from research to recreation, and how the reader can benefit from them and Department publications.

The book contains practical advice for consumers from USDA experts in many fields. Homemakers and homeowners will find it especially useful.

Consumers can learn about the following subjects; shopping for food and fabric; nutrition for the family; cooking and meal planning; food grading and inspection; planting your garden; interesting vacation spots; buying and building a home; insect control in the house and garden; house plants; managing the family budget; buying on credit; home appliances; advice on laundry, sewing, and the care of fabrics, and more.

The guide lists at the end of each chapter USDA publications giving further information on the subjects discussed.

(Continued on page 2)

National 4–H Conference

STRENGTHENING CITIZENSHIP values will be the main purpose of the 34th National 4–H Conference April 18 to 24 in Washington, D.C.

An intensive day, evening, weekend program is in store for the 202 top-ranking club boys and girls from the 50 States and Puerto Rico. Meetings will be held in the National 4–H Center, 7100 Connecticut Avenue.

About 90 State 4–H leaders will also come along, and hold their once-a-year national meeting to study youth needs and problems, 4–H program development, and their own professional improvement. Their theme will be "Expanding the Outreach of 4–H," and their major purpose will be to explore ways to help a larger number of disadvantaged young people attain higher aspirations and levels of living.

The delegates were named by the States to represent the country's 2¼ million club members. They were chosen on the basis of personal development and outstanding achievement in community service, leadership, and citizenship.

The 4–H'ers will spend their time in a "democracy workshop" learning more about important issues and problems facing the Nation, increasing their understanding of citizenship values and adult responsibilities, and learning about the Nation's Capital by visiting monuments, shrines, and other points of interest.

An additional conference aim this year will be to recognize the 50th anniversary of extension work, of which 4–H is such a significant part.

A conference highlight again this year will be a "breakfast with Congress." Delegates and adult leaders will share a table with and be host to the Senators and Representatives from the delegates' home States.

A second major event will be the citing of nine prominent men and women in business, industry, and education as "partners in 4–H."

The 4–H delegations and leaders will have the opportunity to see the Food and Home Fair exhibit in the U.S. Department of Agriculture Administration Building. The show will portray the many and varied services of USDA.

For the first time, the annual "Report to the Nation," usually given during National 4–H Week, will partially coincide with the conference. Six 4–H leaders, especially chosen for the job, will deliver

(Continued on page 2)

725–813 —64

My job

RICHARD P. SARGEANT lives with debit-and-credit memos, balance sheets, financial statements, and other bread-and-butter tools of the accounting profession. He employs these tools in making audits of commodity brokerage firms in the seven-State area of the Kansas City office of the Commodity Exchange Authority.

He also lives in daily contact with the commodity brokers and brokerage firms who handle millions of dollars of funds belonging to commodity firms and others who trade on the Kansas City Board of Trade and other markets under CEA supervision.

"My job," says Sargeant, "is to protect the funds of commodity traders, and keep demonstrating to brokers and traders that proper safeguards against the misuse of customers' funds serve the best interests of the brokerage business as well as the general public."

"A broker in regulated commodities is required by the Commodity Exchange Act to handle all funds of his customers as belonging to those customers, and to keep such funds in separate or 'segregated' bank accounts," Sargeant said. "The funds of one customer may not be used to margin the trading of another customer, nor be used by the brokerage firm to conduct its own business or bolster its bank account. My job is to check the records of brokerage firms to determine whether customers' funds are being handled as required."

"A CEA accountant must know not only the mechanics of futures trading and the accounting procedures of commodity brokerage firms; he must really understand the commodity brokerage business," he said.

"The job brings him into close contact with trade executives and personnel, and he must be in a position to answer many questions about the act," Sargeant said. "The CEA accountant is thus an ambassador of the agency and the Department, as well as an enforcement officer."

Mr. Sargeant made audits of 61 brokers and brokerage firms in 1963. He also pinch-hits at times as a trading analyst and investigator.

Born in Washington, D.C., Sargeant earned degrees in accounting and law from Southeastern University. He joined the CEA Chicago office as an accountant in 1941, saw service in the Army in World War II, and went to the Kansas City office in 1948. He serves on the board of directors of the USDA Club of Greater Kansas City.

Richard P. Sargeant, CEA

Guide to consumer services published

(Continued from page 1)

Most of the 160 publications listed can be obtained free.

It includes ideas for inexpensive family vacations in the national forests and on private land in rural areas.

The pocket-size guide, with easy-to-use index, is a vauable item to have around the house. Those who want to receive a copy are asked to send a postcard to: Office of Information, U.S. Department of Agriculture, Washington, D.C., 20250. Ask for "A Consumer's Guide to USDA Services."

National 4–H Conference

(Continued from page 1)

this report in meetings and public appearances with public officials and business leaders in Washington and New York. The report covers achievements of the past year and 4–H goals for the future.

The Cooperative Extension Service of USDA and the State Land-Grant Universities will direct the conference, with the aid of the National 4–H Service Committee and the National 4–H Club Foundation.

Secretary Freeman has issued a memorandum asking agency heads not to discriminate against women in hiring, in making promotions, or in the training of employees.

Honor Awards Ceremony

THE 18th Annual Awards Ceremony of the U.S. Department of Agriculture will be held Tuesday, May 19, at 10:30 a.m. in the Sylvan Theater on the Washington Monument grounds. In the event of bad weather, it will be held in the Department of Labor Auditorium, 13th Street and Constitution Avenue.

Department employees who have been selected to receive *Distinguished* and *Superior Service Awards* will be honored. Employees in the Washington, D.C., metropolitan area who have completed 40 or more years of Federal service as of May 15, 1964, will also be recognized.

Membership of the 1964 Honor Awards Committees, appointed to choose award winners from agency nominations, is as follows:

Distinguished Service Awards—Richard E. McArdle, executive director, National Institute of Public Affairs, chairman; Roger W. Jones, special assistant to the director, Bureau of the Budget; Elton Miller, farmer and chairman of the board, Rocky Mountain Farmer's Union, Fort Lupton, Colo.; Mrs. Robert J. Phillips, president, the League of Women Voters; and J. R. Wiggins, editor and executive vice president, the Washington Post.

Superior Service Awards—John C. Bagwell, General Counsel of USDA, chairman; Miss E. Nancy Burdett, county office clerk, Farmers Home Administration, Ava, Mo.; Rexford E. Carter, county agricultural agent, Cooperative Extension Service, Uniontown, Pa.; John Hope II, assistant executive director, President's Committee on Equal Employment Opportunity; Harold Siedman, Acting Assistant Director for Management and Organization, Bureau of the Budget; and Benjamin D. Van Evera, dean for sponsored research, Department of Chemistry, George Washington University.

Consumers' poultry law 5 years old

This year marks the fifth anniversary of mandatory inspection of all poultry crossing State lines. For some years before 1959, the inspection program was voluntary, but mandatory inspection was put into effect to assure consumers that poultry is processed under sanitary conditions and is consistently good and safe to eat. The Poultry Products Inspection Act is administered by the Poultry Division of AMS.

Each bird is individually examined by a trained inspector in the processing plant. He makes sure it is wholesome and fit to eat.

"Ninos" feeds 10 million students

Ten million Latin American youngsters were healthier today because of Operation Ninos, the child feeding program of the Alliance for Progress.

These children, approximately one-quarter of the schoolgoing population of Alliance countries, benefit from Food for Peace distribution of U.S. farm products.

Special emphasis will be placed on Operation Ninos in schools throughout the hemisphere during Pan American Week, April 12–18. This period is set aside each year to highlight the cooperation and common ties of the Americas. Operation Ninos is an outstanding example of such efforts.

Literally thousands of people in North, Central, and South America participate . . . the U.S. farmer, food processing and shipping firms, voluntary relief organizations which distribute food overseas, trade associations, our government, foreign governments and mothers' groups who often prepare and serve the food. The program is coordinated by Agency for International Development in cooperation with the Department of Agriculture.

For many youngsters, the food supplier by Operation Ninos means the difference between the misery and malaise of malnutrition and the happiness and hope brought on by health. For some it means life itself.

Working primarily through school lunch projects, Operation Ninos is bringing the underfed, undereducated, underfutured youth of Latin America to the threshold of learning. School attendance has skyrocketed where a lunch or breakfast has been introduced. Children have gained as much as 10 pound in 3 months. The Alliance for Progress has reached into the hearts and stomachs of millions of people.

To a mother in Santiago, Chile, Operation Ninos meant the disappearance of her children's hunger pangs. To a child in El Salvador it meant milk for the first time since being weaned. To a Peace Corps worker assisting in a Bolivian school lunch program it meant hard work, sweat, and some sadness, but mainly the satisfaction that something substantial was being accomplished.

Operation Ninos is the incentive for self-help projects. It is a market development program. It is important to our foreign and agricultural policy. It is raising levels of health and education. It is saving lives.

This year attention is being focused on bringing Operation Ninos to more preschool children, nursing mothers, and pregnant women through maternal and child health centers. Schools are now being encouraged to add variety and nutriments to the present school lunches and breakfasts.

Francis R. Mangham

Secretaries to have their day

Attention, all you secretaries.

The week of April 19–25 has been set aside for you, designated as "Secretaries' Week." And as if one whole week were not enough, April 22 has been set aside as Secretaries' Day.

This observance is meant to emphasize what many people in business and government have learned, that secretaries are mighty important in keeping the wheels of progress moving.

Because of her critical importance, the secretary will be queen for a day in the USDA—whether she serves an agency administrator or a small office in the field. The observance is sponsored by the National Secretaries Association—International.

Much of the western United States will have limited water supplies this summer, according to snow surveys conducted by the Soil Conservation Service. Two regions, the Pacific Northwest and the Upper Missouri Basin, are expected to have enough water for irrigation and other purposes from the mountain snowpack.

Can you top this?

MEET Francis R. Mangham, 52, who has not taken a day of sick leave in 16 years.

Mangham, Director of the Department of Agriculture's Office of Plant and Operations, attributes his good health to keeping busy and getting regular sleep and exercise. Like many so-called "iron men" in the sports world, he is modest about his unusual performance.

The iron man of USDA said on March 18 he had not taken sick leave since he had a case of the mumps back in 1947, and had not had a bad cold in 6 years. He has been with the Department 26 years.

"If you stay busy," Mangham said, "you don't have to worry about a lot of your pains. And if you get tired, that's the time to rest. If you do feel a little on the underside, it's better to keep going than to sit down and do nothing."

He said he keeps active by coaching junior high school boys in basketball in the winter and softball in the summer near his home in Kensington, Md. He does not smoke, drinks only occasionally, and is punctual about getting to bed at night. He does calisthenics daily, including situps and exercises that make him breathe deeply. Without "breathing exercises, you never get oxygen down to the bottom of your lungs," he said.

Mangham grew up on a cotton, corn, and cattle farm near Coushatta, La. He won letters in four sports at Louisiana Tech, as fullback on the football team, a baseball outfielder, a shot putter, and basketball player. His son, Michael, played football at Louisiana State University.

When Joseph M. Robertson, administrative assistant secretary, learned of Mangham's unusual achievement, he said he wondered if any other USDA employees had performed a similar long tour of work without sick leave.

The number of Rural Areas Development projects completed in the 3 months ending February 1 was 25 percent higher than in the previous quarter. The Federal Extension Service reported that 4,822 projects were completed, compared with 3,869 in the previous quarter.

National Mental Health Week will be observed this year from April 26 through May 2. May is mental health month. Try to understand those who are troubled by mental illness.

As I See It

The importance of belonging

Years ago Bill Jump, former budget officer of the Department, said ". . . there is no finer place in America than the Department of Agriculture in which to grow up and spend a lifetime."

I feel that way myself and I know many others who do, too. Why? I think basically it's because we believe we are doing necessary work, that we are needed, that we are contributing to the progress of our Nation and its people.

Every employee of the Department should share in this belief, should know that what he is doing is an important contribution to the work of his agency and his department, should feel that he belongs. If he doesn't, then those of us who are supervisors, managers, and administrators are not doing our jobs as effectively as we should.

Recently, a long-term employee of our agency came in to see me. He was worried and upset. I had known this man for some time and I knew his work and knew that he had at one time received a Superior Service Award. This particular day, however, he didn't look or talk like a superior employee. After a few pleasantries, he told me what was troubling him. He felt that he no longer had the confidence of his boss, that he was being bypassed, that he was no longer a trusted and valuable part of his unit—that he did not belong. Fortunately this turned out to be a temporary situation, caused by faulty communications, and it was quickly corrected. He knows again he still belongs.

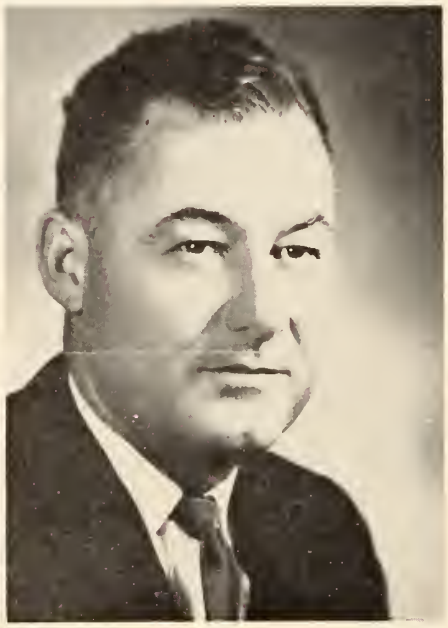
This illustrates the importance of that feeling of belonging. Supervisors have more responsibility than that of giving proper training and instructions and providing the necessary tools to do the job. We must also give each employee, each coworker, the knowledge that he is a vital link in our whole chain of operations. More than that, we must respect him as a human being and when the occasion presents itself, let him know that his contributions are recognized and appreciated. This feeling of belonging is no respector of grade level. It is important throughout the entire organization.

One other illustration: Not long ago, while on a field trip, I made arrangements to make the rounds with one of our market news reporters. We planned to start out the next morning at 5 a.m. When I walked into the all-night restaurant where we were to meet, the reporter looked like a walking case of pneumonia. During the night he had caught a "bug" and was running a temperature of over 101. When I asked why he wasn't home in bed, he replied, "It was too late to get a relief man and I couldn't let the market go unreported." It was not that the boss would be sore or what might happen to him if he had stayed home, but "I couldn't let the market go unreported"! That man knew his work was important and that his boss and his organization depended upon him. No question about his belonging!

I am convinced that such devotion to duty—the willingness and eagerness to go that "extra mile" that makes the difference between average and outstanding performance—is generated more by the knowledge that we are needed and wanted than by anything else. It's more important than pay, more important than the glamor of the job in inspiring the desire to excel. In short, I think that the importance of belonging can hardly be overemphasized in our continuing and necessary pursuit of excellence.

—S. R. Smith, *Administrator, Agricultural Marketing Service*

New FES official



John A. Cox, director of the Louisiana Agricultural Extension Service, has been named Deputy Administrator of the Federal Extension Service. He succeeds Lloyd H. Davis, who became Administrator last October. Cox served as a horticulturalist and as a State agent on the Louisiana extension staff for 15 years before becoming Louisiana director in 1961. A native of Winnsboro, Tex., Cox earned B.S. and M.S. degrees in horticulture from Louisiana State University.

Books are the key

READING is the key to many things for many people. During National Library Week, April 12–18, emphasis is given to fitting this key to a variety of locks—some untried, some newly discovered, some worn, some dusty—and to dipping into the curiosities on the other side of book jackets.

To an inquiring mind, reading is enjoyment, inspiration, and knowledge. One who reads, from newspapers to textbooks, without being roused in one direction or the other, either for or against an idea, is intellectually dying.

President Johnson stated, "There are few acts of Congress which I sign with more pleasure, and certainly none with more hope than this new Library Service and Construction Act." He signed into law February 11 legislation authorizing a vastly expanded 3-year program of Federal aid for the Nation's public libraries.

The President observed, ". . . The central fact of our times is this: Books and ideas are the most effective weapons against intolerance and ignorance . . . Mediocre minds cannot survive in a modern world, but enlightened minds can survive . . . The library is the best training ground for enlightment that rational man has ever conceived . . . ."

Reading, then, is really a means toward the development of an informed, creative citizen, one who is capable of making the choices and complex decisions necessary in his everyday life. That Americans have the freedom to read and free access to adequate reading materials is both the privilege and the responsibility of a free, democratic society.

—Ruth W. Wertman, *National Agricultural Library*

Edward F. Knipling, head of the ARS Entomology Research Division and a pioneer in the sterilization method of insect control, has been elected vice president of the section on agriculture, American Association for the Advancement of Science.

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USDA
Employee News Bulletin
FOR APRIL 22, 1964

Extension's 50th anniversary

". . . TO AID in the diffusing *among people of the United States* practical and useful information on subjects relating to agriculture and home economics . . . and to encourage application of the same . . . to persons not attending colleges . . . ."

Far-sighted lawmakers provided this broad, flexible mission of Cooperative Extension Service in the Smith-Lever Act, signed May 8, 1914. From this birth has grown "the largest adult educational enterprise in the world," says historian Dr. Joseph C. Bailey.

For 50 years now Extension workers' fundamental objective has been development of people—to help people help themselves—from the 4-H girl sewing the simplest apron to all citizens working together in the complex job of total economic and social growth of their county, trade area, or region.

Extension's voluntary, out-of-school education is financed by a 3-way partnership—38 percent Congress, 39 percent from State legislatures, and 23 percent from counties.

Among "people of the United States," over 14,000 State and county Extension workers in nearly 3,150 counties help at least seven broad audiences solve their changing problems.

One large responsibility is to 54 million rural and small town Americans—among them commercial and part-time farmers and agricultural marketing firms. To them Extension serves as "educational arm of the U.S. Department of Agriculture" and diffuser of latest scientific know-how from our great centers of knowledge: USDA, and State land-grant universities.

Extension workers serve growing numbers of youth, families, and consumers in cities and suburbs, too.

And special groups like senior citizens, public housing residents and families receiving public welfare or donated foods also benefit from educational programs fitted specifically to their needs.

The Extension education idea, born 50 years ago, has spread around the world—the 4-H idea to 76 countries and the Extension and land-grant university system to 80 countries.

Today, the amount of knowledge in the world doubles every 7 to 10 years and old facts become obsolete faster than ever before. Lifelong learning through Extension or other means grows more necessary and valuable every day.

Mrs. Dorothy H. Jacobson,
Assistant Secretary of Agriculture

The Farmers Home Administration educational film "Turning Point" tells the story of how, through an FHA loan, a young couple surmounts the problems of getting started in farming. Information on this film may be obtained from the Department's Motion Picture Service, Washington, D.C.

Assistant Secretary

MRS. DOROTHY H. Jacobson, new Assistant Secretary of Agriculture for International Affairs, is the first woman to hold a position of this rank on the Secretary of Agriculture's staff in the Departments' history of more than 100 years.

Mrs. Jacobson, who has served as assistant to the Secretary since 1961, succeeded Dr. Roland R. Renne, who has resigned.

The new Assistant Secretary is a native of Herman, Minn. When Secretary Orville L. Freeman was Governor of Minnesota, Mrs. Jacobson worked on his staff. She came to Washington with the Secretary in 1961 and has served as a speech writer, policy statement drafter, legislative adviser, and consumer affairs expert, and has devoted her time increasingly to the area of foreign agriculture.

In 1961, she accompanied the Secretary when he traveled in the Middle East and Southeast Asia to study national agricultural programs and to evaluate the Food-for-Peace program. Last year she was on the study team that the Secretary led in a month-long visit in the Soviet Union and the Iron Curtain nations. In both cases she prepared detailed reports of the trips which have become the basis for evaluating both policies and programs.

The former Dorothy Houston, she attended school in Herman, Minn., and studied for 2 years at St. Cloud State College, in St. Cloud, Minn. After teaching 2 years, she enrolled in the University of Minnesota, Minneapolis, earning her B.S. and M.A. degrees. She was the first woman to receive an assistantship in political science from the university, and held a graduate fellowship there for 2 years.

After finishing studies at the University of Minnesota, she taught in University High School, Minneapolis, and then taught at Lincoln School of Teachers College, Columbia University, New York City. She subsequently returned to the University of Minnesota.

For 10 years, she taught political science at Macalester College in St. Paul, Minn., leaving to become administrative assistant to then Governor Freeman. She served with him for 3 terms.

The National Watershed Congress is being held at Little Rock, Ark., April 26–29. Secretary Orville L. Freeman and Hollis R. Williams, SCS, are among scheduled speakers.

727-153 643—64

Single fund drive

SEPARATE fund-raising campaigns by voluntary health and welfare agencies will be combined into a single drive for Federal employees on an experimental basis at eight locations next fall.

Under plans now being developed, employees in these cities for the first time will be permitted to use voluntary payroll withholding in making their contributions.

The plan has been unanimously recommended to the Civil Service Commission by representatives of the major Federal departments and agencies and the presidents of principal employee organizations in the Government.

Test drives are to be held in Dover, N.J.; Philadelphia, Pa.; Washington, D.C.; Macon, Ga.; San Antonio and Fort Worth, Tex.; and Bremerton, Wash., if agreement on the experimental arrangements can be worked out with the united funds and chests in those cities. The United Givers Fund in Washington, D.C., has already enthusiastically supported the idea of such an experiment in the National Capital area.

The experiments are in response to widespread requests from employees and servicemen for a one-time giving arrangement, to reduce manpower costs to the Government in the present arrangement of 2 or 3 separate drives a year, and to make possible increased contributions through the payroll withholding plan.

Under present practice, the united funds and chests solicit in the fall, the national health and international agencies in the winter, and the Red Cross in the spring at locations where it is not a member of the united fund.

If successful, the combined drive arrangement will be extended to other areas.

Airborne exports of farm products in the first 10 months of 1963 totaled 20 million pounds—a third more than the year before. Last year the 1st of about 50 pure-jet cargo planes came into service. These planes carry 45 tons at a cruising speed of 500 miles an hour; and one of these planes can be loaded in 40 minutes with new mechanical loading systems in contrast to 180 minutes required to load piston-type freighters.

A population migration study by Iowa State University sociologist Ronald G. Kleitsch found that in rural areas which lose population, those who leave are generally the young, vigorous, and better educated.

What is poverty?

Here is a quotation from President Johnson's message on poverty, sent to the Congress March 16:

"What does this poverty mean to those who endure it?

"It means a daily struggle to secure the necessities for even a meager existence. It means that the abundance, the comforts, the opportunities they see all around them are beyond their grasp.

"Worst of all, it means hopelessness for the young. The young man or woman who grows up without a decent education, in a broken home, in a hostile and squalid environment, in ill health or in the face of racial injustice—that young man or woman is often trapped in a life of poverty.

"He does not have the skills demanded by a complex society. He does not know how to acquire those skills. He faces a mounting sense of despair which drains initiative and ambition and energy.

". . . we will give high priority to helping young Americans who lack skills, who have not completed their education or who cannot complete it because they are too poor. The years of high school and college are the most critical stage of a young person's life. If they are not helped then, many will be condemned to a life of poverty which they, in turn, will pass on to their children."

Paul R. Dickson (left), cotton market news reporter, AMS, receives a citation "for sustained superior performance in developing and executing the market news program of the Southwest area." The citation was presented by Stanley Rademaker (right), director, cotton division, AMS, Washington, D.C.

Law Day, U.S.A.

OBSERVE THE LAW—*Key To Order, Justice, Freedom.*

This is the theme selected for the observance of Law Day, U.S.A.—May 1, 1964.

Congress in designating May 1 each year as Law Day has called upon the American people to rededicate themselves, to the ideals of equality and justice under law in their relations with each other and with other nations, and to cultivate "that respect for law which is so vital to the democratic way of life."

By proclamation, in support of this congressional resolution, President Lyndon B. Johnson has requested the people of our country to give recognition and support to the nationwide observance of Law Day. He points out that observance of law is essential to public order and to the strengthening of individual rights, and that a visible democracy requires understanding of the nature and basis of our freedoms and recognition of the individual responsibilities which those freedoms impose. Bringing a fuller awareness of these truths to all citizens, and particularly to young Americans, is the central purpose of this 7th annual Law Day.

Secretary Orville L. Freeman points out that we in Agriculture are engaged on programs founded upon the will of the people as expressed through law. "Let us set an example to all people," he said, "not only in the administration of the programs entrusted to us, but in our respect for all law as the key to order, justice and freedom.

"I think it most fitting that the attention of the personnel in this Department be called specifically to the observance of this day and that they be urged to join in this constructive educational effort," he added.

RAD advisors named

JOHN P. Duncan, Jr., railroad executive and former Assistant Secretary of Agriculture, and Dr. A. June Bricker of the American Home Economics Association have been named to the Rural Areas Development (RAD) National Advisory Committee.

Mr. Duncan has been manager of the Southern Railway System's Agri-Business Services since last August. Before that, he was Assistant Secretary of Agriculture.

Dr. Bricker is executive director of the American Home Economics Association, which represents more than 28,000 home economists throughout the Nation. Her office is in Washington, D.C.

Azaleas and dogwood in bloom at the U.S. Department of Agriculture's National Arboretum, Washington, D.C. Twenty acres of azaleas bloom at this time of the year on the wooded side of Mount Hamilton in the Arboretum grounds.

ARS scientists honored

Three Department scientists of the ARS Eastern Utilization Research and Development Division laboratory at Wyndmoor, Pa., were honored for their outstanding research on milk and tobacco, while five other employees received cash awards for suggestions that improved the safety and operating conditions of the laboratory.

Awards for outstanding performance went to Dr. Serge N. Timasheff, winner of a Flemming Award, and his associate Dr. Robert E. Townend; both well known throughout the scientific community for their research on a milk protein known as beta-lactoglobulin. A third outstanding performance award was given to Dr. Russell L. Stedman for his analytical research on the chemical components of tobacco leaf and smoke.

The following other employees received cash awards for their suggestions: Edward T. Donahue, Mrs. Geraldine G. Greninger, Mrs. Annie E. Jordan, Dr. Abner I. Schepartz, and Miss Ruth Swichar.

Dr. Helen J. Souders, whose experience includes teaching and nutrition research, has been named assistant to Dr. Ruth M. Leverton, assistant administrator of ARS, who directs research on clothing and housing, consumer and food economics, and human nutrition. Dr. Souders has been with Cooperative State Research Service.

10 Golden Rules of driving

1. I will drive in an alert, courteous, and sane manner.
2. I will always operate my vehicle at a safe speed and at no time will I take risks.
3. I will not drive when my sense and ability are affected by liquor, drugs, emotion, drowsiness, illness, or otherwise.
4. I will be cautious toward pedestrians, keeping in mind that I, too, am often a pedestrian.
5. I will be tolerant toward other drivers.
6. I recognize that my right to drive a vehicle upon the streets and highways is a privilege that must be shared with others and not abused.
7. I will obey all traffic laws, signs, and signals.
8. I will never insist on my right-of-way or other traffic rights when by extending or granting the same right to the other driver or pedestrian, I may prevent an accident or injury.
9. I will keep my vehicle in a safe and proper working condition at all times.
10. Above all, in my driving, I pledge I will *"Do unto others, as I would have others do unto me."*

Think Safely—Act Safely

20 acres of azaleas

IT'S AZALEA time at the U.S. Department of Agriculture's National Arboretum in Washington, D.C. The famed collection, now coming into bloom, will be blooming well into May. This is the climax of the spring season at the arboretum. The azalea collection—about 80,000 plants in 1,500 different varieties—covers about 20 wooded acres of Mount Hamilton within the arboretum grounds.

The arboretum will be open to visitors on Saturdays and Sundays from 10 a.m. to 7 p.m. through June and possibly into the summer. It is open weekdays throughout the year. Normal weekday visiting hours are 8 a.m. to 4:30 p.m.; however, for the spring and early summer flowering season the closing hour has been extended to 7 p.m.

While azaleas are the featured attraction at this time of the year, there are many other flowers and ornamentals to be seen at the arboretum. Dogwoods also are now in bloom. After the azaleas and dogwoods, in early to mid-May, come the rhododendrons. Peonies will come into their own in late May, and the day lilies will be blooming in profusion by late June. Fern Valley, an area of the grounds devoted especially to ferns and wildflowers, also is an attraction in June.

The arboretum, located at 28th and M Streets NE., Washington, D.C., can be reached by proceeding east from the Capitol on Maryland Avenue until it meets a deadend at the arboretum entrance gate. A printed guide to the grounds is available at the gatehouse.

Plant collections at the National Arboretum are maintained by the Department's Agricultural Research Service for botanical and horticultural studies. The institution is widely recognized as a national center for the study of ornamental woody plants. More than 50,000 visitors, including scientists, landscape gardners, amateur gardeners, and others come to the arboretum annually.

Summer employment

New civil service rules prohibit summer employment of sons or daughters in a Federal agency in which a parent serves as a civilian employee or a member of its uniformed services.

Federal agencies also have been urged to limit their use of summer help in the interests of economy and effective manpower usage.

What do you suggest?

DURING THE past 10 years since the incentive awards program was launched in the Federal Government, many Department employees earned cash awards for work-improvement suggestions. In turn, these adopted suggestions have reduced costs and improved the service of the Department.

Despite the hundreds of suggestions which have been adopted, there is no doubt that cash awards will continue to go to employees who come up with ideas of better and more economical operations. How can you share in these cash awards? How can you make worthwhile suggestions? Here are five steps which may be helpful:

1. Concentrate on what you know best. Successful idea-getters and suggesters agree that your own work area usually is the best starting place for the development of a worthwhile suggestion.

2. Pick a situation which needs improvement. Look carefully. The things that need improvement most are not always apparent. Here are a few tips to help you zero-in on the improvement target. What needs improvement most? A bottleneck? Out-of-date method? Chasing around for materials, tools, and paperwork? Peak workload at the wrong time? Excess man-hours?

3. Pinpoint the problem. Clearly understand the specific problem—what you are trying to achieve. If the problem is large and complex, break it down into smaller parts. Then put your problem in writing. Be specific and concrete. With the problem defined, you're well on your way.

4. Get all the facts. Jot down the procedures, equipment, forms, people, volume, and man-hours used in the area you've selected for improvement. Don't short-change yourself on facts or marshal too many unneeded ones. Arrange your facts so that you have answers to such questions as: What work is done? Who does it? Where is it done? When? How? How much time is spent?

5. Analyze the facts. Ask why. After you've collected the facts, study them to determine what the possibilities for improvement are. To list possible improvements ask: What is done? Why? Where? Why is it done there? When is it done? Why is it done then? How is it done? Why is it done this way? Think only about the ideas that may work in this step. Don't try to analyze why something won't work. List all possible improvements crystallized by your questions.

Distinguished nutritionist

Dr. Harlow H. Hall, who heads the fermentation investigations on biological products at the ARS Northern Regional Research Laboratory at Peoria, Ill., recently received a special award of recognition from the Distillers Feed Research Council. He was honored for his success in expanding the use of cereal grains and their byproducts, particularly in animal feeds.

At the 19th annual Distillers Feed Conference in Cincinnati, Ohio, Dr. Hall was one of the 50 scientists selected to receive the award of Distinguished Nutritionist. This award, given for the first time by the council, is based on contributions made through research to the feed industry. In promoting a better understanding and greater use of distillers' feeds, a byproduct of the fermentation industry, the council supplements research programs conducted by individual companies in obtaining greater knowledge of the nutritive values of distillers' feeds so as to aid feed manufacturers and feeders in producing more efficient rations.

Dr. Harlow H. Hall, ARS Utilization Research Laboratory, Peoria, Ill.

Michigan State University, where Dr. Hall obtained his academic degrees, presented its Centennial Award to him in 1955. Twice, the U.S. Department of Agriculture has recognized his work with Superior Service Awards. In August of this year, he will have served the Department 35 years, conducting research on the utilization of agricultural commodities in ARS laboratories in Washington, D.C., New Orleans, and Peoria.

As I see it

THE EARTH and its resources belong to its people.

Without natural resources life itself is impossible. From birth to death, natural resources, transformed for human use, feed, clothe, shelter, and transport us. Upon them we depend for every material necessity, comfort, convenience, and protection in our lives. Without abundant resource, prosperity is out of reach.

Since conservation has become a household word, it has come to mean many things to many men. To me it means, everywhere and always, that the public good comes first.

To the use of the natural resources, renewable or nonrenewable, each generation has the first right. Nevertheless no generation can be allowed needlessly to damage or reduce the future general wealth and welfare by the way it uses or misuses any natural resource.

—GIFFORD PINCHOT,
First Chief of the Forest Service.

Certificate of Distinction

Indiana State Conservationist Charles E. Swain of the Soil Conservation Service, Indianapolis, Ind., recently received the Purdue University Agricultural Alumni Association's *Certificate of Distinction*. This award is given each year to an agricultural alumnus for outstanding service to farm people in Indiana.

This honor, the highest awarded by the association, was based on Mr. Swain's leadership, vision, good judgment, and dedication to the cause of resource conservation.

The presentation was made at Purdue University at the conclusion of the university's observance of Farm Science Week.

Plentiful foods

USDA's May list:

Featured—Beef.

Other plentifuls—Turkey, milk and dairy products, canned ripe olives, and salad oils and dressings.

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USDA

Employee News Bulletin

FOR MAY 6, 1964

Our birthday

IT WAS 102 years ago, on May 15, 1862, that Abraham Lincoln signed the bill establishing the U.S. Department of Agriculture. On this birthday, we of the Department might pause a moment to consider a memorable past, an honorable present, and a hopeful future.

The Department's past and its present, even its future, are bound together by the creative thought and action with which each new generation has faced its problems. Major problems have included applying science to farming, making the results of research known to farmers, meeting wartime needs, facing up to depression, assuring farmers of a fair share of the national income, conserving our resources, improving foreign and domestic marketing, handling surpluses, and, today, of doing away with rural poverty. Each of these problems, even if it has not been finally conquered, has been met with creative research and action which have given the Department a reputation as an innovator and generator of ideas.

Ideas do not grow in a vacuum. They develop in a favorable environment which encourages experimentation and discontent with things as they are. A favorable environment for ideas does not develop automatically, particularly in today's world of complex organization. Too, changing circumstances call forth changed responses. For example, better education for women and their political emancipation has brought about changes. In the 1890's, the Secretary of Agriculture ordered that the salaries of all women employees be reduced to $1,200 a year or less. Today, the Department is proud that a woman is Assistant Secretary of Agriculture.

One hundred years ago, the Commissioner of Agriculture—as he was called at that time—could know personally every employee of the Department. Every scientist could devote virtually full time to research; there was no staff to administer.

For nearly 100 years, the Secretary and his staff has faced the problem of maintaining an atmosphere in which ideas could develop and in which individuals were given adequate recognition. A number of programs have helped achieve these goals over the years: Training and advanced education, promotions from within, merit promotions, new techniques for reducing routine work. Our Department's concern with encouraging everyone to develop his capacities to his fullest extent so that he may perform his job more efficiently and effectively is a guarantee of a hopeful future.

—WAYNE D. RASMUSSEN,
Economic Research Service

Patio Theater movie

A new film, *"A Mark of Wholesome Meat,"* is now being shown in the Patio Theater at the U.S. Department of Agriculture in Washington, D.C. This 18½-minute color film shows how the Department's meat inspectors are helping to provide American consumers with a wholesome meat supply. This film will be shown in the Patio Theater until May 27.

Fighting rural poverty

IN AMERICA'S war on rural poverty, Farmers Home Administration loans for building and remodeling houses in small towns and villages are proving effective weapons. These loans are helping to bring "the better life" to thousands of rural families, and are available to residents in rural communities of less than 2,500 population who cannot get credit from commercial lenders.

Over $679 million in housing loans has been extended to 85,000 rural families since the loans were authorized by Congress in 1949. Half of these loans were made during the past 3 years.

In addition to helping families build or improve their homes, rural housing loans have helped to improve the rural economy in a number of ways.

The $679 million in credit created 53,000 man-years of on-site employment along with the sale of 1 billion board feet of lumber and purchase of $130 million in electrical, plumbing, and heating equipment and material.

The loans also made possible the sale of $200 million of such building materials as millwork, concrete, and plaster, along with an estimated $50 million in home-furnishing sales.

The total economic effect of this FHA-financed home construction is estimated to exceed $4 billion, as the dollars loaned were spent and respent in the communities where the homes were built and the materials purchased.

Some 13,300 rural residents and farmers received over $122 million in FHA rural housing loans in 1963.

There are also FHA loans to build rental housing units for the rural elderly, besides credit to build or repair houses for senior citizens living in rural areas, and loan funds to farmer groups to help build farm labor housing units.

ASC committee promotions

Albert E. Pasquale, former chairman of the Nevada ASC State Committee, has been appointed Deputy Director, Southwest Area, ASCS, with headquarters in Washington, D.C. Appointed to replace him as chairman of the Nevada State Committee was Ferlin H. Hunt of Bunkerville. Mr. Hunt had been serving as a member of the committee. The new member of the committee is Eyer H. Boies of Wells.

Officials and staff members of the Rural Electrification Administration in Washington, D.C., will celebrate the 29th anniversary of REA May 9.

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My job

"I HAVEN'T A THING to wear," usually reflects the woman who isn't quite sure what clothing she needs or wants, and hasn't planned ahead! The informed, confident woman—or man—knows what is suitable and has it for proper occasions.

This week—May 4–8—a National Extension Clothing Specialists' Workshop is being held in New York City. Helping organize and conduct it is a part of my job. Attending it are State Extension clothing specialists from 49 of our 50 States, and Puerto Rico. And talking to us, leading discussions, advising, and assisting in other ways are some of the country's major clothing authorities from industry, Government, and our State land-grant colleges and universities. Our topics run the the gamut from clothing design, fabric, and fit to the relation of social-psychological-economic influences on silhouette and color.

At the end of our big all-State workshop, each of us will go back home and take up our regular duties. My duties may take me to a cotton field in Alabama, a sheep ranch in Utah, or a textile mill in New England—because each affects our country's vast clothing industry. But generally my day-to-day responsibilities are Federal agency leadership for, and assistance to, my counterparts—the State Extension clothing specialists.

In Washington, I correspond with them and send them material. In the States, I visit their offices and discuss plans and problems with them. Sometimes I help them hold State workshops, or set up local consumer education meetings. Community events, of course, involve the area's retailers, drycleaners, launderers, and others besides county Extension home economists.

After hearing from clothing leaders at this National Workshop in New York, all of us will be able to make our State and local meetings even more meaningful and worth while to the homemakers and other consumers we serve. These get-togethers develop better understanding, and we improve on "both sides of the counter."

Retailers upgrade their stock to satisfy more knowledgeable consumers, and consumers select clothing more carefully for their specific purpose. Consumers tell drycleaners what spotted their clothing and the drycleaners can do a better job. Even local editors and reporters get in the act by printing questions and answers from such meetings for the benefit of readers.

Miss Alice Linn, FES Clothing Specialist

In my work, I also study and interpret latest research related to the clothing field—for men, women, children, and youth. And I help plan programs for different ages, for career groups, and others who have particular needs.

My job takes me into all the States and it is otherwise greatly varied and interesting. With my coworkers in every State, I feel the challenge to help consumers appreciate more our mass-produced clothes in America, and to buy more wisely from a plentiful supply.

—ALICE LINN,
FES Clothing Specialist

Health benefits amended

COVERAGE will be less expensive for women employees of the Federal Government with nondependent husbands, under recently approved amendments to the health benefits law.

Changes which will have the widest employee impact are as follows:

1. The Government contribution to the cost of family enrollments of women employees with nondependent husbands is increased from $3.94 to $6.76 a month—the amount now contributed for male employees with family enrollments. Take-home pay for women affected by this provision will, therefore, be increased by $2.82 a month.

2. The health benefits coverage of unmarried children is continued until age 21 instead of age 19.

3. Unmarried foster children are now included in family enrollments.

4. All employees enrolled in the program by December 31, 1964, will be considered as having enrolled at their first opportunity. This will make them eligible to continue their coverage after retirement, if they retire on an immediate annuity with at least 12 years of service, or for disability.

The Civil Service Commission has opened enrollment in the Federal employees health benefits program to eligible employees not now enrolled. In addition, employees enrolled for self only will be able to change to self and family but only in the same plan and same option. The limited enrollment and change of enrollment will be permitted through June 30, 1964.

Thirteen employees of the Kansas City ASCS Commodity Office who recently received incentive awards for work improvement suggestions which have been approved: Front row, l. to r.: Mary E. Medley, Ruby L. Bergman, Minnie C. Glenn, Blanche E. File, and Asa C. Douglas. Back row, l. to r.: James L. Moran, Harold T. Allen, Ernest W. Winton, Donald E. Smith, Director of the office, who presented awards, Jack G. Laughlin, Ruth A. Linneberger, Ruth M. Drumm, Ethel B. Stone, and Ada M. Greenwall.

Mrs. Lyndon B. Johnson (center) is applauded by Secretary and Mrs. Orville L. Freeman as she prepares to ring a triangle—symbol of Western hospitality—to open USDA's Food and Home Fair. The Fair, held April 14–30 in Washington, D.C., was a report to consumers of the wide range of Department services and safeguards provided for them.

Regional lab chief heads society

Dr. Ivan A. Wolff, Chief of the Industrial Crops Laboratory at the ARS Northern Utilization Research and Development Division Laboratory, Peoria, Ill., is the new president of the Society for Economic Botany.

He was elected to the office at the fifth annual meeting of the society at the University of North Carolina recently. He has served as council member of the society since its formation in April 1960. The society is an affiliate of the American Association for the Advancement of Science.

Since 1941, Dr. Wolff has conducted or directed chemical research on agricultural crops at the Peoria laboratory. He has been in charge of the new crops research program since its inception in 1956. This cooperative program seeks to find presently uncultivated plants which American farmers can grow for industrial uses.

Dr. Wolff was a member of a crop study team which toured the Soviet Union in 1958. This tour was to study temperate and subtropical Russian plant materials which are not grown in the United States but which could be developed here.

In 1957, Dr. Wolff received the Department's *Superior Service Award* for his contributions to carbohydrate chemistry and new uses for cereal starches. A native of Louisville, Ky., he received his bachelor's degree from the University of Louisville. In 1940, he obtained a Ph. D. degree in organic chemistry from the University of Wisconsin.

Dr. Ivan A. Wolff, ARS Utilization Laboratory, Peoria, Ill.

SCS employee cited

Daniel W. Sheetz, SCS, Washington, D.C., has received a *Certificate of Merit* and cash award "for outstanding production and excellent service by his operation and conscientious maintenance of reproduction machines."

Mr. Sheetz also received a letter of commendation from the machine manufacturer for extending the life of a copier drum five times over its guaranteed life.

The National School Lunch Program, administered by USDA's Agricultural Marketing Service, is helping to provide nutritious school lunches at low cost to one-third of the Nation's elementary and secondary pupils.

Armed Forces Day

THE 15TH ANNUAL Armed Forces Day will be observed May 16, 1964. "Open House" events will be the principal feature of Armed Forces Day at all military posts, camps, stations, bases, and defense facilities. Exhibits, exercises, parades, and maneuvers will present to the people of the world the occasion to see firsthand the strongest U.S. peacetime military organization in history.

Local observances throughout the United States and overseas will be scheduled during the period May 9–17, to permit greater public and military participation.

Armed Forces Day symbolizes the unification of the military services and demonstrates the close working relationship of the Army, Navy, Air Force, Marine Corps, Coast Guard, the Reserve Forces, and the National Guard, and provides the American public the opportunity to view and inspect the preparedness of their Armed Forces. By Presidential proclamation, the third Saturday in May has been made the permanent annual date for Armed Forces Day.

POWER FOR PEACE, the Armed Forces Day slogan for the past 11 years, will be used again this year.

American agriculture

U. S. agriculture is the greatest manmade miracle of history.

Fewer than 8 percent of the Nation's work force is required to provide the food and fiber for the other 92 percent—including $1 billion worth we distribute to needy families and individuals in this country—and about $4 billion worth sold each year for dollars to other nations of the world—and about $2 billion distributed to people in over 100 nations through the Food for Peace program.

Today, no nation provides so abundantly for its food needs at so relatively a small cost as does the United States. The average family eats better than ever before and spends less than 19 percent of its income for this food. Depending on the country, a family in Europe will pay 25 to 40 percent. A Russian family must set aside over half its income for food. In the developing nations, most of the day's work is required simply to obtain enough food to get to the next day.

—ORVILLE L. FREEMAN.

Safe use of pesticides

THREE EXECUTIVE Departments—Agriculture, Interior, and Health, Education, and Welfare are coordinating their efforts in matters relating to the safe use of pesticides. This includes Federal registration, establishment of permissible tolerances in food and feed, and exchange of research findings.

The three Departments have established working procedures to assure effective coordination in carrying out their respective responsibilities.

In the Department of Interior the Fish and Wildlife Service conserves beneficial wild birds, mammals, fish and their food organism and habitat, with regard to pesticides.

In HEW the Public Health Service protects and improves the health of man in regard to pesticides and the Food and Drug Administration establishes tolerances for pesticides in or on raw agricultural commodities and processed foods.

In USDA the Agricultural Research Service provides for the safe and effective use of pesticides, including their registration.

Under agreement, each Department is to keep the other two Departments fully informed of developments from research or other sources that may come into its possession.

Recent revisions in Federal pesticide regulations require that key warning and caution statements be placed prominently on the pesticide label. These must include the statement KEEP OUT OF REACH OF CHILDREN or its equivalent and a "signal" word such as DANGER, CAUTION, or WARNING, which draws attention to the need to handle the material carefully.

Use of pesticides in and around homes by the general public has increased rapidly in recent years, making it essential that consumers know how to handle them safely. For this reason, the Department is now requiring that expanded precautions be placed on the label—where they are easily seen.

Clemson College at Clemson, S.C., will become Clemson University July 1.

If U.S. wheat exports continue at current levels, total for the 1964 fiscal year is expected to reach 850 million bushels compared with 638 million last year.

There are 75,000 persons serving on local RAD committees in over 2,000 counties throughout the country.

1964 OPEDA Honor Award Winner Dr. Erwin L. LeClerg, ARS

GS lectures published

The William A. Jump-I. Thomas McKillop memorial lectures in public administration given at the U.S. Department of Agriculture in Washington, D.C., have been published in book form by the USDA Graduate School.

Under the title *"Public Administration—A Key to Development,"* the book includes the following lectures:

"The Role of Public Administration in Developing Countries" by David E. Bell, Administrator, Agency for International Development.

"Public Administration in Newly Independent Countries" by Chief S. O. Adebo, Nigerian Representative to the United Nations.

"Public Administration in Developing Countries—The Multilateral Approach" by Hamzah Merghani, Director, Division of Public Administration, United Nations Staff.

"Public Administration in Latin America" by Roberto de Oliveira Campos, Brazilian Ambassador to the United States.

"Public Administration in Developing Countries—The United States Approach" by Hubert H. Humphrey, U.S. Senator from Minnesota.

Copies of the book may be obtained for $1.50 from the USDA Graduate School Bookstore, U.S. Department of Agriculture, Washington, D.C., 20250.

OPEDA Honor Award

A VETERAN agricultural scientist, Dr. Erwin L. LeClerg of the Agricultural Research Service, was selected by his fellow USDA professionals to receive the 1964 OPEDA Honor Award. The Organization of Professional Employees of the Department of Agriculture makes this award each year to a member who has enhanced the aims and purposes of the organization.

As director of the biometric services staff of ARS since 1954, Dr. LeClerg is responsible for all phases of planning, initiation, coordination and direction of the statistical consulting program and the operation of an electronic computing laboratory.

He came to the Department in 1924 as a junior pathologist for the Bureau of Plant Industry at Ames, Iowa. Since, he has advanced steadily from one post to another of increasing responsibility to his present position.

A native of St. Louis, Mo., Dr. LeClerg received his B.S. degree from Colorado State University; his M.S. from Iowa State University; and his Ph. D. in plant pathology from the University of Minnesota. In addition, he has taken various courses in statistics and experimental design at Iowa State University, University of Florida and the USDA Graduate School.

Denver USDA Club meets

An art exhibit and a slide lecture on the scenic beauties of the Sangre de Cristo Mountains of Colorado were featured attractions at the April meeting of the Denver USDA Club. U.S. Department of Agriculture artist Rudolph Wendelin, who draws Smokey Bear, had several paintings on display at the exhibit. The illustrated lecture was given by Basil Crane.

Walter Y. Fredericks, former radio and TV writer of Portland, Oreg., has been appointed as an information specialist on the staff of the Farmers Home Administration in Washington, D.C.

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USDA

Employee News Bulletin

FOR MAY 20, 1964

As I See It

THIS YEAR'S ANNUAL Honor Awards Ceremony was a proud day for the U.S. Department of Agriculture.

We have pride in our people. And we have pride in our policies and programs—our services to farm and rural, and to urban and suburban America. Commodity programs are helping to balance supplies with needs, thus achieving abundance at prices fairer to producers and consumers alike. Commodity programs are creating conditions for growth and opportunity throughout rural America. Trade and aid programs are making better use of agricultural abundance both at home and abroad. Through this three-dimensional policy, agriculture is being helped to serve America and mankind in more effective ways.

Policies and programs, however, are only as good as the people behind them . . . and the people of the USDA are very good indeed.

Thus, the Awards Ceremony was not solely for the few. The recipients of the awards would be the first to acknowledge that their accomplishments were made possible not by their individual efforts alone, but also by the inspiration, cooperation, and active assistance of many colleagues. In saluting them, we also salute the so-called "rank and file" of the USDA among whom are thousands of dedicated, superior, and distinguished public servants.

President Johnson has said that "the Federal Government must be a good employer. It must offer challenging opportunities to its employees. It must be prompt to recognize and reward initiative."

It is in keeping with these sentiments that we have honored those to whom honor is rightly due.

Orville L. Freeman

Distinguished Service Awards

AT USDA's 18th Annual Honor Awards Ceremony held in Washington, D.C., Tuesday, May 19, Secretary Orville L. Freeman presented the Department's *Distinguished Service Award* to the following employees:

HOWARD BERTSCH, FHA; Washington, D.C.: For dynamic leadership in revitalizing the spirit, redoubling the impact, and greatly increasing the rural credit program, and thus sharply increasing the Department's attack on rural poverty.

KENNETH M. BIRKHEAD, SEC; Washington, D.C.: For distinguished service in maintaining effective liaison with the Legislative Branch and Executive Departments of the Government, and significant contributions to the understanding of the Department's role in national life.

JOHN M. BREWSTER, ERS; Washington, D.C.: For original and notable contributions toward understanding the basic beliefs and values that significantly shape farm policy and farm programs related to production adjustments, family farms, and rural life.

DR. WILLARD W. COCHRANE, SEC; Washington, D.C.: For distinguished leadership and sustained initiative in the policy guidance and for effective application of economic and statistical analysis to program development in the Department of Agriculture.

FLOYD DeEDS, ARS; Albany, Calif.: For distinguished research leadership in sciences of pharmacology, toxicology, and biochemistry, resulting in important advances in understanding of metabolic processes and significant contributions to agriculture and the Nation.

HORACE D. GODFREY, ASCS; Washington, D.C.: For distinguished leadership in the development and operation of major programs affecting farm income and conservation, and for outstanding skill in administration resulting in increased efficiency and economy.

CLARE W. HENDEE, FS; Washington, D.C.: For sustained distinguished accomplishments in administration of the Forest Service including the creation of valuable techniques, processes, and systems useful to the Department of Agriculture and throughout Government.

HAROLD C. KNOBLAUCH, CSRS; Washington, D.C.: For distinguished leadership in science administration, cooperative development of policies for strengthening Federal-grant research at

(*Continued on page 2*)

Distinguished Service Unit Awards

THE FOLLOWING two Distinguished Service Unit Awards will be presented at Peoria, Ill., and New Orleans, La., at a later date.

DIALDEHYDE STARCH TEAM, ARS; Peoria, Ill.: For creative research and development on the utilization of cereal starches resulting in the production of dialdehyde starch and its commercial use in making wet-strength paper.

WASH-WEAR COTTON RESEARCH GROUP, ARS; New Orleans, La.: For outstanding basic and applied research which has led to high quality cotton wash-wear textile products, thereby increasing markets for cotton.

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Superior Service Awards

SECRETARY Freeman presented *Superior Service Awards* to the following Department employees:

ELMER R. AUSEMUS, ARS; St. Paul, Minn.: For unusual effectiveness and leadership in breeding high quality, rust-resistant spring wheat varieties including "Crim", for establishing more efficient wheat-breeding procedures, and for training wheat improvement research workers.

VERNE M. BATHURST, SCS; College Park, Md.: For meritorious leadership in the Soil Conservation Service segment of the Department defense program in organizing and installing a nationwide radiation monitoring network.

WARREN V. BENEDICT, FS; Washington, D.C.: For exceptional foresight and dynamic leadership in developing and directing a safe and effective nationwide forest pest control program prior to and during a period of national concern.

SIGVARD BJERKEN, STATE DEPARTMENT OF AGRICULTURE; St. Paul, Minn.: For untiring and inspirational leadership in devising and implementing a total weed control program for the State of Minnesota, developing a technology, and stimulating unusual cooperation among local, State, and Federal personnel.

JAMES R. BOGGAN, FHA; Greenville, Miss.: For providing unusually effective leadership and service in attaining Farmers Home Administration objectives of better living standards and security among rural families in Washington County, Miss.

JOHN C. BOUMA, AMS; Hyattsville, Md.: For exceptional leadership and effectiveness in fostering and coordinating industry efforts, and in planning and directing research leading to more efficient handling and distribution of food through institutional and wholesale outlets.

GRETA WORTH BOWERS, CES; Marshalltown, Iowa: For creative leadership in development and use of new methods to extend Cooperative Extension adult education to all people of Marshall County. For exemplary programing in home economics extension education.

Distinguished Service Awards

(*Continued from page 1*)

State Agricultural Experiment Stations, and for cementing close professional ties between departmental and station research workers.

Whence cometh our strength?

Rural America has made this country what it is today—provided the raw materials and the manpower and the capital to build our cities—and to finance the railroads that opened the West; it grew the cotton, tobacco and rice that brought the foreign capital needed to finance our industrial expansion, and finally, it provided the people needed to run the factories, invent the new machines and perform the countless services that combined give America the highest standard of living ever known on earth. Rural life also has provided a moral background that permeates our national culture.

—JOHN A. BAKER, *Assistant Secretary for Rural Development and Conservation*

TOM A. BRINDLEY, ARS; Ankeny, Iowa: For developing effective, safe, and economical methods for controlling the European corn borer, the most destructive insect pest of corn in the United States.

RUTH C. BROWN, AMS; Dallas, Tex.: For unusual initiative and judgment in planning, assigning, and supervising the administrative and program clerical functions of the poultry inspection program in the Southwestern States.

GEORGE F. BURKS, FS; Washington, D.C.: For exceptionally wise and skillful leadership in Forest Service program planning which has established a sound foundation for forest resource development and conservation on a regional and national basis.

WARREN L. BUTLER, AMS; Beltsville, Md.: For outstanding research in photobiology which has resulted in significant advances in the measurement and understanding of plant pigments and development of valuable research techniques.

ANGELINA J. CARABELLI, NAL; Washington, D.C.: For exemplary performance and for exceptional service, initiative, and leadership in administering the Library's public service activities, and for imaginative participation in the Library's program of national and international service.

ELLIS B. CARLSON, FS; Lakeview, Oreg.: For exceptional analytical and decisive ability in dispatching and controlling crews and planes on fire suppression work, which resulted in saving valuable forest resources and reducing firefighting costs.

ANNA MAE CARON, SRS; Washington, D.C.: For exceptional performance in directing the clerical operations of the Fruit and Vegetable Statistics Branch in processing a variety of fruit, nut, nursery product, and other statistics.

JAMES M. CASE, SCS; Spartanburg, S.C.: For outstanding leadership and initiative in adapting sound forestry principles to guides for planning and applying woodland conservation practices on private land in the Southeast.

ELEANOR W. CLAY, INF; Washington, D.C.: For sustained superior performance and dedication in supervising, developing, and improving the services of answering 400,000 annual requests for information, thus contributing significantly to an improved image of the Department.

FLOYD O. COLBURN, CES; Grand Rapids, Minn.: For outstanding success in developing and promoting a farm forestry program that helped farmers in a low-income area to realize greater immediate benefits and future potential from their woodlands with improved marketing and processing facilities, thus benefiting the economy of northeastern Minnesota.

DANIEL A. CURRIE, CEA; Washington, D.C.: For outstanding contribution in planning and directing efficient personnel utilization, fiscal management, and work procedures that enabled the Commodity Exchange Authority to handle the greatly increased workload in trading regulation in the recent period of commodity market expansion.

CARL G. DEGAN, AMS; Washington, D.C.: For outstanding contributions to the development of the Department's program of aid to dairy farmers through Federal milk orders.

PATRICK H. DEHART, CES; Blacksburg, Va.: for outstanding initiative and leadership in the redirection of Extension programs to meet current needs in servicing the people of Virginia.

GEORGE A. DIGGS, SEC; Washington, D.C.: For providing exceptional service to the Under Secretary of Agriculture, and for performing his regular and special duties for the Under Secretary in a sustained outstanding manner.

HOWARD M. ELLIS, CES; Raleigh, N.C.: For imaginative leadership in introducing new technology and for planning and administering a strong statewide extension program in all phases of agricultural engineering.

LAMAR ENGLISH, AMS; Winter Haven, Fla.: For exceptional organiza-

tional and planning ability, resulting in a more efficient inspection program for fruits and vegetables and for promoting effective working relationships with the citrus industry and the State of Florida.

W. VINCENT FOWBLE, AMS; Washington, D.C.: For outstanding leadership in the development and administration of procurement, building, and housing programs and related management activities in the Agricultural Marketing Service.

C. B. GILLILAND, RAD; Washington, D.C.: For unusual vision and dedicated leadership in gaining ever-widening participation in this Nation's rural areas development effort and interpreting that effort for people with similar responsibilities in this country and in other Nations.

LOUIS C. GOTTSCHALK, SCS; Washington, D.C.: For pioneering eminent and numerous contributions to the field of sedimentation and for outstanding leadership, creativity, and insight in establishing and developing geologic programs.

CATHERINE L. HAIG, SRS; Raleigh, N.C.: For meritorious performance in planning, directing, and supervising the complex statistical-clerical program of the North Carolina Federal-State Crop Reporting Service.

FRANCIS P. HANRAHAN, ARS; Washington, D.C.: For an outstanding contribution to the utilization of milk through the discovery of a new drying process by which improved nonfat dry milk and whey powder are now produced commercially.

A. EUGENE HARRIS, CES; Meade, Kans.: For demonstrated leadership in working with farmers, homemakers, and youth participation in an educational program that contributed to efficiency in agriculture and home life, and developed progressive citizenship.

E. J. HARRISON, JR., CES; Monahans, Tex.: For outstanding success in activities involving rural and urban 4-H youth and in assisting rural and urban families to adopt more effective farming, ranching, and home ground improvement practices.

STANLEY N. HIRSCH, FS; Lolo, Mont.: For unusual research achievement, initiative, and scientific capability in the development of basic knowledge, techniques, and systems for the electronic detection and mapping of forest fires.

HENRY HOPP, FAS; Mexico City, Mexico: For initiative and sustained high-quality performance in furthering the interests of American agriculture abroad and significant contribution to the objectives of the U.S. Embassy Country Team.

MARY E. JAMES, CSRS; Washington, D.C.: For outstanding contributions to effective procedures and maintenance of high standards in processing research proposals and related data from the State Agricultural Experiment Stations.

FRED H. KENNEDY, FS; Albuquerque, N. Mex.: For dynamic leadership in effecting sound multiple-use management of natural and human resources, in achieving balanced national forest administration, and for exceptional performance reflecting public respect and confidence.

AMY E. KING, FS; Washington, D.C.: For consistently expert performance in providing important supportive services as secretary to the Deputy Chief for Research, Forest Service, and for increasing the dimensions of her responsibilities through personal determination and dedication.

HOWARD M. KLUTZ, OGC; Washington, D.C.: For sustained outstanding skill, initiative, and leadership in the performance of legal work in land acquisition programs of the Department.

JOSEPHINE E. LAUTH, ARS; Washington, D.C.: For outstanding contributions to developing and maintaining a radiological monitoring capability in the Department.

WARREN H. LIVENS, FS; Milwaukee, Wis.: For outstanding leadership in initiating, coordinating, and expediting an effective accelerated public works program in the North Central Region of the Forest Service.

WILLIAM Q. LOEGERING, ARS; Beltsville, Md.: For developing and leading uniquely effective international and national research programs that have contributed tremendously to rust control on a worldwide basis and for conducting research of great significance on the cereal rusts.

RAYMOND W. LYNN, REA; Washington, D.C.: For meritorious service to

Starkey named to new post

EXPERIENCE in the administration of U.S. Department of Agriculture programs spanning nearly a quarter of a century qualify James H. Starkey for his new job as Assistant Director of Science and Education.

In his new position, Mr. Starkey assists Director Nyle C. Brady in coordinating the Department's scientific research and education activities. The Director of Science and Education is responsible for the activities and operations of Agricultural Research Service, Cooperative State Research Service, Federal Extension Service, and National Agricultural Library.

James H. Starkey, Assistant Director, Science and Education.

The new Assistant Director is a native of Rockville, Md. He received his B.S. degree from Virginia Polytechnic Institute, followed by graduate study in economics at the University of Maryland.

He came to the Department in 1938 as a field employee of the Farm Security Administration, which in 1946 became the Farmers Home Administration. Except for 3 years with the U.S. Navy during World War II, Mr. Starkey has been with the Department continuously since. He has served as Personnel Director of ARS and assistant to the Chief of the former Bureau of Plant Industry and for the past 5 years has been Assistant Administrator for Management in ARS.

Recently, he received a special citation for his contributions to the administration of Department research and scientific programs. He has been particularly effective in initiating measures to achieve recognition for the Department's research scientists and to improve research management.

Among these measures was a plan, now used throughout the Department, for compensating scientists on the basis of their creative ability and research accomplishments. This "Research Scientists Evaluation Plan," with minor modifications, has also been adopted by the Civil Service Commission for Government-wide use.

agriculture and rural life through outstanding direction of the engineering and construction phases of the rural telephone program.

DONALD L. MacDONALD, FAS; Beirut, Lebanon: For sustained demonstration of superior abilities and personal qualities which greatly enhanced the interests of American agriculture abroad and contributed significantly to the endeavor of the Embassy Team.

BETTY M. McCOMB, FCIC; Lincoln, Nebr.: For exceptional proficiency in performing clerical, administrative, and secretarial duties contributing to effective continuation of operations during a period of transition in the Nebraska State office.

DANIEL H. McVEY, FCS; Washington, D.C.: For outstanding contributions to grain and oilseed farmers and their cooperatives in the marketing, processing, and distribution of these products.

RONALD L. MIGHELL, ERS; Washington, D.C.: For outstanding original research, especially in developing basic economic principles underlying interfirm integration and coordination in agriculture which provides a fundamental understanding of complex problems of farm adjustment.

HOWARD A. MILLER, FS; Atlanta, Ga.: For accomplishments in promoting an exceptionally strong Federal-State Southern Region wildlife program, and for developing and coordinating scientific wildlife habitat techniques with multiple-use and rural area development objectives.

EUGENE D. MORAN, ASCS; Kansas City, Mo.: For forceful and dynamic leadership in establishing the Data Processing Center demonstrated by the quick and efficient movement and resettlement of people, acquisition and orderly arrangement of plant and facilities, and related administrative matters.

LAWRENCE P. NEFF, FS; Duluth, Minn.: For exceptionally effective administration of a complicated and potentially controversial program of national forest resource use, including wilderness management and a difficult land acquisition program, for the Superior National Forest, Minn.

LLOYD E. NOEL, FS; Missoula, Mont.: For exceptionally decisive leadership and notable accomplishments in the development and direction of the service of supply, contracting, property, and records management programs for the Northern Region.

HAROLD O. OGROSKY, SCS; Washington, D.C.: For outstanding ingenuity and leadership in the adaptation and application of hydrology to the overall science of soil and water conservation.

CARL E. OSTROM, FS; Washington, D.C.: For exceptional competence and leadership in planning, directing, and coordinating a nationwide program of timber management research with broad public significance, and for outstanding contributions to national and international programs for resource development, management, and use.

WAYNE D. RASMUSSEN, ERS; Washington, D.C.: For brilliant contributions to American agriculture and for dynamic leadership in pioneering the development and application of agricultural history to broad problems of agricultural policy; in interpreting, through history, agriculture and its accomplishments and problems to the American public.

ROY G. RICHMOND, ARS; Hyattsville, Md.: For leadership in the formulation and execution of plant pest programs to confine economic infestations of introduced plant pests without interrupting orderly marketing and free movement of agricultural commodities.

LOUIS D. ROMBERG, ARS; Brownwood, Tex.: For outstanding perception in developing a breeding program for pecans, and outstanding success in developing superior varieties.

FRED J. ROSSITER, FAS; Ottawa, Canada: For outstanding statesmanship in representing U.S. agriculture in Canada and for devoted leadership in building an effective Foreign Agricultural Service.

RAYMOND C. SCOTT, FES; Washington, D.C.: For creative and dynamic leadership in expanding and strengthening marketing and utilization programs of the Cooperative Extension Service and influence on agricultural economics educational work in foreign countries.

JACK S. SHACKLETON, JR., ASCS; Richmond, Va.: For outstanding leadership and direction in the price-support conservation and land use adjustment, and emergency livestock feed programs in the State of Virginia.

RUEBUSH G. SHANDS, ARS; Madison, Wis.: For research achievement in identifying and incorporating genes for disease and insect resistance from wild and cultivated sources into barley- and wheat-breeding stocks and commercial varieties.

GEORGE S. SHANKLIN, JR., ASCS; Washington, D.C.: For outstanding leadership in the development of vital wheat export programs designed to meet the needs and responsibilities of the Department of Agriculture in its relations with other countries.

IONA I. SHAW, FS; Washington, D.C.: For exceptional effectiveness in organizing and performing prompt statistical reporting services in the Division of Timber Management to a high degree of accuracy and with minimum technical assistance on exceedingly complex problems.

WILLIAM O. SHOFNER, ASCS; Washington, D.C.: For outstanding leadership in the formulation and coordination of policy on price-support programs and other ASCS activities.

JOHN H. SIEKER, FS; Washington, D.C.: For exceptional high-level achievement in conceiving and directing recreation and minerals management programs, and for his key role in safeguarding the internationally acclaimed wilderness system within the national forests.

HELEN M. SIMMONS, OGC; Kansas City, Mo.: For exceptional proficiency in performing administrative duties, training clerical employees, and relationships with other agencies and the general public, thereby contributing greatly to the overall efficiency of the office.

ERLING D. SOLBERG, ERS; Washington, D.C.: For meritorious service in pioneering nationwide research on rural planning, zoning, and other land-use controls, effectively disseminating findings, advising State and local leaders, and contributing immeasurably to efficient resource use.

William A. Jump Award

This year's William A. Jump Memorial Award, presented at the USDA Honor Awards Ceremony, went to Earl H. Harrison, Jr., Assistant for Administration, Intelligence Directorate, Central Intelligence Agency.

The award was presented to Mr. Harrison by the Honorable Frank H. Weitzel, Assistant Comptroller General of the United States.

Eldon D. Taylor, Director, Program Review and Resources Management, National Aeronautical and Space Administration, received *Honorable Mention.*

The William A. Jump Memorial Award, consisting of a Gold Key and Certificate of Merit, is presented annually in recognition of outstanding service in the field of public administration. It is a tribute to Mr. Jump's many years of dedicated public service as an employee of the U.S. Department of Agriculture.

"IMPACT"—*Improving Management Practices and Career Training* has been developed in the Agricultural Marketing Service as a part of this agency's management development program. Recently a series of "Impact" conferences were held to give training to AMS field employees. Here are shown the participants in the conference at Dallas, Tex.: First row (left to right): Maurice P. Ward, Chicago, Ill.; Richard T. Wyatt, Dallas, Tex.; Roy F. Hedtke, Kansas City, Mo.; Michael A. Manestar, Fort Worth, Tex.; Stanley L. Kephart, Kansas City, Mo.; David L. Calderwood, Beaumont, Tex.; William J. Rausch, Wichita, Kans.; George W. Brown, Des Moines, Iowa; Carl W. W. Sorenson, Dallas, Tex.; Earl C. Born, Albuquerque, N. Mex.; William J. Larzelere, Metairie, La.

Second row (left to right): Garrett C. Hafstad, Detroit, Mich.; James D. Rigney, Greenwood, Miss.; Don C. Greenfield, Dallas, Tex.; Curtis L. Kemp, Fort Worth, Tex.; Kenneth M. Fell, Wichita, Kans.; Thomas J. Kline, Dallas, Tex.; Joseph N. McClelland, Dallas, Tex.; John E. Tromer, Washington, D.C.; John C. Blum, Washington, D.C.; Russell D. Willsey, Dallas, Tex.; Bernard C. Sullivan, Chicago, Ill.

Third row (left to right): Philip A. Hannema, Chicago, Ill.; Stanley C. Rademaker, Washington, D.C.; Erice H. McDonald, Jackson, Miss.; Paul R. Dickson, Dallas, Tex.; Welton R. Fail, Dallas, Tex.; Hollis H. Bowling, Lubbock, Tex.; Herbert H. Erdmann, San Antonio, Tex.; Anton J. Haas, Omaha, Nebr.; John C. Wactor, New Orleans, La.; Howard E. Ingram, Dallas, Tex.; Alton E. Anthony, Houston, Tex.

ROLAND O. STELZER, ASCS; Washington, D.C.: For providing dynamic group leadership leading to the formulation of the highly effective wheat and feed grain programs, 1961–64, which have greatly enhanced farm income and resulted in substantially reduced Government costs.

MARGARET H. STOKES, FHA; Watertown, N.Y.: For exceptional initiative, ability, skills, diligence, and consistently high quality of performance as county office clerk while handling an unusually large amount of loan making, servicing, and other clerical work.

JAMES D. STRANGE, FS; Atlanta, Ga.: For exercising unusual initiative in devising and conducting forest management and related training courses which effectively trained large numbers of State forestry organizations' management foresters.

HELEN A. STROW, FES; Washington, D.C.: For excellence and outstanding leadership in international home economics education; for initiative and imagination in developing effective training procedures and educational materials for foreign nationals in Cooperative Extension.

CLYDE M. TEAGUE, FHA; Rock Springs, Wyo.: For demonstrating unusual ability in the execution of official duties, thereby rendering exceptional service to farm families and developing high public confidence in the Farmers Home Administration.

WILLIAM R. VAN DERSAL, SCS; Washington, D.C.: For superior leadership, writing, and lecturing that improved management in the Federal Government and brought international recognition to the Department.

FRANK H. WADSWORTH, FS; Rio Piedras, P.R.: For exceptional leadership in advancing tropical forestry throughout the world and for effective direction of complex Forest Service research and cooperative programs in Puerto Rico and the Virgin Islands.

JOHN H. WEINBERGER, ARS; Fresno, Calif.: For outstanding perception in recognizing regional needs for improved stone fruit varieties and unusual success in incorporating these objectives in the production of improved varieties.

ROBERT G. WHITE, CES; East Lansing, Mich.: For dynamic leadership and skill in developing an emergency grain treatment program allowing orderly marketing from a pest infected area; and for effective 4–H Club leader training.

Today, the average U.S. family spends less than 19 percent of its spendable income for food.

Superior Service Unit Awards

Washington, D.C., area

THE FOLLOWING UNITS located in the Washington, D.C., area were given awards at the Department's Honor Awards Ceremony. Awards were presented to the director or chief of the unit.

ANALYTICAL INVESTIGATIONS UNIT, PESTICIDE CHEMICALS RESEARCH BRANCH, ARS; Beltsville, Md.; Tifton, Ga.; Vincennes, Ind.; Kerrville, Tex.; Yakima, Wash.: For meritorious service to agriculture and protection of the consumer through outstanding contributions in developing and using sensitive, specific chemical methods to detect insecticide residues in plant and animal products.

DIVISION OF EMPLOYEE DEVELOPMENT, PERS; Washington, D.C.: For positive leadership in assisting USDA agencies with initiating, organizing, and implementing training programs to support management's efforts to develop and effectively utilize the Department's employees.

FARMERS PROGRAMS DIVISION, ASCS; Washington, D.C.: For outstanding contribution to the efficient and effective administration of farm programs through leadership in the simplification and clarification of Agricultural Stabilization and Conservation Service program instructions and field operations.

HAWAII FRUIT FLY INVESTIGATIONS UNIT, ARS; Hawaii and Beltsville, Md.: For outstanding research in demonstrating the effectiveness of new approaches to control and eradication of subtropical fruit flies.

INTERIOR DESIGN UNIT, CLOTHING AND HOUSING RESEARCH DIVISION, ARS; Beltsville, Md.: For outstanding achievement in applying basic data on housing requirements to the development of functional designs for energy-saving kitchens that have brought national and international recognition to the Department.

ISOTOPE REMOVAL GROUP, EASTERN UTILIZATION DIVISION, ARS; Beltsville, Md.: For an outsanding contribution to the national emergency program of the Department through the development of a practical process for removing rediostrontium from milk.

MOTION PICTURE SERVICE, INF; Washington, D.C.: For exemplary service to the Department of Agriculture in conducting the Centennial Film Festival of Agriculture and for both producing and

distributing a series of commemorative films which improved the understanding of agriculture throughout the world.

Superior Service Unit Awards

Units located at field headquarters

LISTED to receive Superior Service unit awards at a later date at their field headquarters are the following:

ACETOGLYCERIDES RESEARCH UNIT, SOUTHERN UTILIZATION RESEARCH DIVISION, ARS; New Orleans, La.: For outstanding service in expanding the utilization of edible vegetable oils by research resulting in the development of new fat products, the acetoglycerides, having unique properties and potentially important applications.

ALMA WORK UNIT, SCS; Alma, Nebr.: For superior achievement in planning and establishing a conservation program in the Harlan County Soil and Water Conservation District through good administration, teamwork, careful scheduling, and effective use of farmers and contractors as rodmen.

COTTON GIN RESEARCH UNIT, AGRICULTURAL ENGINEERING DIVISION, ARS; Stoneville, Miss.: For the development and demonstration of an automatic moisture control system for cotton gins.

EXTENSION SPECIALISTS, FARM MANAGEMENT, CES; East Lansing, Mich.: For providing distinctive and imaginative leadership in developing a TelFarm, farm management educational program for commercial farmers making full use of modern electronic business machines.

FARM PRODUCTS PROMOTION SECTION, NEW YORK STATE DEPARTMENT OF AGRICULTURE AND MARKETS; Albany, N.Y.: For outstanding leadership in service in solving a serious marketing situation involving the important Long Island duck industry by analyzing the problem, developing a comprehensive program, and carrying it through to a successful conclusion.

FOLLETT WORK UNIT, SCS; Follett, Tex.: For outstanding technical assistance to the Lipscomb County Soil Conservation District in planning and applying an effective conservation program and for exceptionally effective administration of the Great Plains Conservation Program.

OFFICE OF THE AGRICULTURAL ATTACHE, FAS; Tokyo, Japan: For outstanding success in the promotion of markets for U.S. agricultural products.

OTTAWA NATIONAL FOREST, FS; Ironwood, Mich.: For exceptional competence and initiative in administering an accelerated public works program for the Ottawa National Forest resulting in substantial and beneficial contributions to the economy of the Upper Peninsula of Michigan.

SOUTHAMPTON COUNTY OFFICE, ASCS; Courtland, Va.: For exceptional administration of all phases of production adjustment programs resulting in outstanding farmer acceptance of programs.

GS summer classes

Training in automatic data processing will be among the wide variety of courses offered this summer by the USDA Graduate School. Registration for the evening classes will begin May 23 and continue through the 28th. Classes will begin the week of June 1 and will continue for 10 weeks for most courses.

Generally the tuition is $14 for each credit-hour.

Besides the nine courses offered in automatic data processing, a number of classes will be held in each of the following general subjects: Language and literature, mathematics, statistics, administrative procedures, shorthand, accounting, and physical and social sciences.

In addition, there will be discussion groups studying such subjects as 20th-century English poetry, exploration of the universe, world politics, and U.S. foreign policy.

Nearly all classes will be held in air-conditioned conference rooms at the U.S. Department of Agriculture in Washington, D.C. Correspondence courses in a number of subjects are offered field employees. Information on these may be obtained by writing: The Registrar, USDA Graduate School, U.S. Department of Agriculture, Washington, D.C., 20250.

Forestry research committee

Dr. Nyle C. Brady, Director of Science and Education in the Department of Agriculture, is chairman of the recently established Cooperative Forestry Research Advisory Committee. Dr. T. C. Byerly, Administrator, Cooperative State Research Service, is vice chairman, and Dr. Frank H. Kaufert, Assistant Administrator, Cooperative Forestry Research, CSRS, executive secretary.

Committee membership consists of seven Federal and State forestry and research officials and seven industry representatives.

Length-of-Service Awards

Honored for 50 years of Federal service as of May 15, 1964—JOHN J. MARTIN, ARS, Hyattsville, Md.

Forty-Year Awards—Washington, D.C. area

For 40 years of Federal service as of May 15, 1964, the following employees were honored at the Honor Awards Ceremony May 19:

BAKER, HOWARD, ARS; BURRUS, RUSSELL L., ASCS; CARTER, MARGARET M., NAL; DIEHL, JAMES N., FS; FILLIUS, IDA L., FAS; GARDINER, SAMUEL L., P&O; HANRAHAN, FRANCIS P., ARS; HOSTERMAN, WILLIAM H., AMS; KEEFE, ALICE J., AMS; LEAMING, MORRIS P., ASCS; MARTIN, IRENE G., ARS; MYERS, CHARLES T., JR., INF; NICHOLS, HOMER P., OIG; REYNOLDS, BESSIE B., ARS; ROBERTS, CLIFTON, FHA; SMITH, GLEN T., FS; and WADE, ERWIN M., ARS.

Forty-Year Awards—Field Headquarters

Field employees who have completed 40 years of Federal service and who will receive awards at their field headquarters at a later date are as follows:

AUSEMUS, ELMER R., ARS, St. Paul, Minn.; BERROTH, ELMO M., ARS, Fort Worth, Tex.; BLAIR, GEORGE Y., ARS, Riverside, Calif.; BRAUN, Carl F., ARS, Albany, N.Y.; BRINSON, ANNIE M., ARS, Gulfport, Miss.; BURK, ARLENE, FS, Upper Darby, Pa.; BURKET, OTIS R., ARS, South St. Joseph, Mo.; CHRISTIANSEN, KATHRYNE A., FS, Upper Darby, Pa.; COHEN, ROSLYN, AMS, New York, N.Y.; COLE, JOHN R., ARS, Albany, Ga.

CRADDOCK, GEORGE W., FS, Ogden, Utah; DASCH, HARRIET A., FS, Portland, Oreg.; EVANS, WILLIAM C., FS, Missoula, Mont.; FINANDER, DORIS E., ARS (ret.), South St. Paul, Minn.; FOUNTAIN, WILLIAM D., ARS, Denver, Colo.; GLICK, PERRY A., ARS, Brownsville, Tex.; HOLLOWAY, KIRBY W., ARS, New York, N.Y.; HOUSE, BERRY C., ARS, Brownsville, Tex.; HUKILL, WILLIAM V., ARS, Ames, Iowa; KNAPP, WALTER L., SCS, Jasper, Tex.

KOZIOL, FELIX C., FS, Salt Lake City, Utah; KRUSE, CLARA E., AMS, Kansas City, Mo.; LEE, JULIA, FS, Seattle, Wash.; MARKS, DAVID, ARS, Detroit, Mich.; MARSH, SAMUEL T., SRS, Nashville, Tenn.; MAY, EDWARD C., ARS (ret.), Concord, N.H.; McFALL, NORMAN S., ARS, Concord, N.H.; MILLER,

Outstanding performance

Thomas Q. Beatty, cotton marketing specialist of ASCS's farmer programs division, recently received a *Certificate of Merit* and $385 for "sustained outstanding performance of duties."

As a former State executive director in the Arizona ASC State office at Phoenix, and before that as ASC county office manager for Maricopa County, Mr. Beatty is well grounded in the practical applications of farm programs. His present work is developing such program tools as regulations, handbooks, and instructions which employees in ASC field offices use in operating price-support programs for a number of southern-grown commodities, the largest of which is cotton. As of early April 1964, commodity loans averaging $165 a bale had been made on more than 8 million bales of the 1963 crop alone.

Shortly after coming to Washington in 1962, Mr. Beatty was one of five Department employees who participated in a 6-week employee-development assignment to the Office of the Secretary to study congressional operations.

A native of the Arizona-Utah "strip" country—north of the Colorado River—Mr. Beatty attended Brigham Young University, and served 2½ years in the Army Air Corps during World War II.

Plentiful foods

USDA's June list:

Featured—Milk and dairy products.

Other plentifuls—Beef, early summer vegetables, and canned pink salmon.

PETER, ASCS, Minneapolis, Minn.; MULLANEY, JOSEPH W., SR., ARS, Cumberland, Md.

MYERS, JOHN L., ARS, Omaha, Nebr.; PETERSON, WALTER A., SRS, Salt Lake City, Utah; PILLOW, MAXON Y., FS, Madison, Wis.; RATTS, FLOYD S., ARS, Fort Worth, Tex.; REEVES, ENOCH L., ARS, Wenatchee, Wash.; REINEKE, LESTER H., FS, Madison, Wis.; RIEDE, MARY LOU, FS, Denver, Colo.; RODDA, GUSTAVE E., AMS, San Francisco, Calif.

ROTHE, CLINTON H., ARS, Riverside, Calif.; RUE, LEONARD, ARS, New Orleans, La.; RUTHERFORD, BEN G., FS, Tonto Basin, Ariz.; SMITH, HERBERT E., ARS, Peoria, Ill.; STEPHENS, JOSEPH C., ARS, Chillicothe, Tex.; WILKINS, WALTER I., ARS, Richmond, Va.; and ZIMMERMAN, O. PAUL, FS, Milwaukee, Wis.

Frank L. Teuton, ARS retired, 1964 Partner in 4–H.

Partner in 4–H

Frank L. Teuton, former ARS information man, is one of nine persons chosen this year by the Federal Extension Service as "Partners in 4–H."

He was cited "For his significant contribution in helping youth gain a greater understanding of new scientific developments related to improved living; for his enthusiastic and constructive presentations of the results of agricultural research over a long period of years before national and regional 4–H meetings and during State 4–H Week observances, often giving priority to 4–H audiences in developing his schedules; and for his unique ability to inspire young people to investigate the possibility of careers for themselves in fields of scientific endeavor."

Mr. Teuton retired from USDA in 1962, after a 33-year career in agricultural information work. During his last 8 years, he gave full time to his well-known show—"Research on Parade." This unique and highly entertaining way of showing the results of research was presented in all 50 States, as well as Puerto Rico and the Virgin Islands, and Canada. It was shown before 4–H and other Extension groups, farm and industrial organizations, consumer groups, and many others.

Before coming to the Department, Mr. Teuton worked as a Tennessee River steamboat pilot, schoolteacher, agricultural agent, and assistant to the late Senator John H. Bankhead.

What's for dinner?

To help housewives answer this and many other questions about food—selection, buying, preparation, and serving—the Department has published a number of concise "consumer services" leaflets and bulletins.

The newest publication, *"Family Food Budgeting*—For Good Meals and Good Nutrition" (HG 94), is designed to help families of any size, and with any combination of age and sex. It will help the homemaker determine the needs of her family and select the kinds and quantities of food to meet these needs on a weekly basis.

Other publications in the Home and Garden series having to do with the planning, buying, and preparation of food include:

Family Fare—Food management and recipes (G1).

Food and Your Weight (G 74).

Family Meals at Low Cost (PA 472).

Food for Families With School Children (G 13).

Food for Fitness (L 424).

Food for the Family With Young Children (G 5).

Food for the Young Couple (G 85).

Food Guide for Older Folks (G 17).

These are but a few of the many aids for the homemaker offered by the Department's Office of Information. A more complete list is available in *"Popular Publication for the Farmer, Suburbanite, Homemaker, Consumer."*

A copy of this catalog or bulletins listed above may be obtained from the Office of Information, U.S. Department of Agriculture, Washington, D.C., 20250.

Missouri ASC Committee

Albert L. Story of Charleston is a new member of the Missouri State ASC Committee. He succeeded Col. Edwin Caldwell of Perry, who died recently. Mr. Story has farmed in Mississippi County, Mo., since 1940. He produces cotton, corn, wheat, soybeans, and livestock. At the University of Missouri he majored in agricultural economics and business administration. He has also been a member of the U.S. Department of Agriculture's Cotton Advisory Committee and Wolf Island Township ASC community committee.

This year's national AAACE meeting will be held at Las Cruces, N. Mex., July 12–15. Tailoring information services to economic and sociological development will be the theme of the meeting.

50 years of cool reporting

EVER WONDER how our food industries keep things running so smoothly? The answer is largely through ingenuity and good organization, with a big assist from the Department's Statistical Reporting Service, which provides the "numbers for agriculture."

Among the numbers extremely important to food distribution are the statistics in the reports on food in cold storage warehouses across the Nation. Cold storage warehouses are completing a half-century of reporting to the U.S. Department of Agriculture. In this time, the scope of Cold Storage Reports has grown from 289 firms reporting on only one item—apples—in December 1914, to some 3,000 firms and more than 80 commodities today.

Two hundred of the warehouses reporting 50 years ago are still on the job. This history of continuing service was recognized by the Department at the annual convention of the National Association of Refrigerated Warehouses in Chicago last month.

Each of these 200 firms received Certificates of Appreciation from the Secretary of Agriculture. The association was given an honorary certificate, personally, by Dr. George L. Mehren, Assistant Secretary of Agriculture for Marketing, who addressed the convention on the philosophy of technical and economic research, and the relationship of research to America's abundance.

Dr. Mehren told of the increasing use of cold storage and of the industry's successful look forward toward frozen food storage. Although there was no frozen food storage 50 years ago, today nearly 750 million cubic feet of cold storage space is devoted to frozen food—about three-fourths of all space in refrigerated warehouses in the United States.

Since World War II, productivity per man-hour in farming in this country has increased at an annual rate of 5.6 percent—twice the growth rate of output per man-hour in other segments of our economy.

Each year 1,200 SCS snow surveyors measure the snowpack in the remote rugged mountain areas of the West. They cover more than 70,000 miles on skis and snowshoes to find out how much water will be available for irrigation in the coming season.

Trees serve us in many ways; their beauty inspires us and their substance sustains us. Today, our 154 national forests of 182 million acres are being managed under a multiple-use program designed "for the greatest good of the most people." This is a scene in the Chattahoochee National Forest of Georgia. It is one of the illustrations used to enhance the beauty of the new Forest Service publication—"*Trees of the Forest—Their Beauty and Use.*"

Trees—their use and beauty

USDA's Forest Service, which traditionally sees both the forest and the trees with equal and unobscured clarity, has issued a new booklet about our cherished woodlands.

"Trees of the Forest, Their Beauty and Use" is an attractive and informative addition on the conservationist's bookshelf. This 25-page, richly illustrated, publication gives a little of the history of the Nation's forests and tells how the Forest Service is managing 182 million acres of them for the benefit of all.

It tells of the life cycle of a forest tree and of its part in the forest. The history, growth, and characteristics of some of the great trees of the American forest forms an important portion of the booklet, with illustrations and maps, to show where each is native, and spot drawings of leaf, seedpod, and blossom.

School classrooms and women's conservation study groups will find "Trees of the Forest" useful and rewarding. They will be particularly interested in its chapter on the demonstration areas extent in the national forest where visitors may see and learn more about America's trees—their beauty and use.

This new Forest Service booklet may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D.C., 20402. The price is 20 cents.

Sauce for the goose . . .

The law-abiding citizen feels that traffic laws are good—good for the other fellow. He can see the sense of speed limits—if they are enforced against the other fellow. He can see that the other guy ought not sneak past a red light and should come to a full stop on a stop sign but, when he does it, it is done with the utmost wisdom and endangers no one. Law-enforcement officers receive little or no cooperation from the public in traffic-law enforcement campaigns. People resent traffic tickets. Sure, they usually are guilty of the offense, but why should they be arrested? They always drive as carefully as they can. What they were doing was technically wrong but right because they were doing it.

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USDA
Employee News Bulletin

FOR JUNE 3, 1964

As I See It

DO YOU KNOW how to be a success without really working?

The key is to find your job so interesting that it isn't really work.

How do you make a job interesting—even when it seems to be pretty humdrum? One way is to keep in mind what it is you are helping to accomplish.

Every USDA program and service is aimed at a public benefit. Every employee is a part of one of those programs or services. Every employee can make his job more exciting by keeping in mind that the job he does contributes to the public good in a very specific way.

USDA people working in price-support and adjustment programs, for example, should realize that the absence of these programs would mean quick disaster in terms of both overproduction and declining farm prices. Impartial studies show that farmers' net income would dive 40 to 45 percent if farm programs were abandoned. The 1964 wheat program alone will mean $450 million in income to wheatgrowers—and perhaps twice that much to the general economy.

Employees in marketing might consider that USDA services help to keep in motion the world's most marvelous marketing machine—without which our urban society could not function. The New York area alone consumes a 12th of U.S. food—millions of people blissfully dependent on food pipelines that, without constant refilling, would go empty within just a few days.

USDA people working in conservation might remember that every American has an important stake in the wise use of soil and water. Without that, we would soon become a have-not Nation. Already many parts of our country are short of good water, all or part of the time.

Department employees in research might keep in mind that they are helping to make U.S. farmers more efficient. This farming efficiency makes it possible for American families to feed themselves better than ever before at a cost of only 19 percent of their disposable income—a record low for any country at any time.

And it is not only scientists and technicians and economists that make these things happen. Every stenographer—every clerk—every administrative person helps to make his agency run. He helps to provide the American public with an essential service.

By keeping this in mind, you can make your job more interesting, and yourself more successful.

—HORACE D. GODFREY, *Administrator, Agricultural Stabilization and Conservation Service*

Rugged, man, rugged. The challenge of climbing such wilderness trails as this is appealing to more and more vacationers every year. This "Superstitions" trail hike takes you to the beautiful Fremont Saddle on the Tonto National Forest in Arizona.

Explore the back country

A FUNNY THING happened to the American vacationist on his way to the national forest last year. He took to the wilderness as never before.

Statistics show that the number of recreation visits to the national forests jumped from 112 million in 1962 to 122 million in 1963—about 9 percent.

Visits to campgrounds and picnic tables increased 3 percent, while visits to "wilderness" areas increased 15 percent, and visits to other undeveloped forest lands increased 13 percent.

Why do people go to the back country? Fishermen want to "tie into" a real big one that will challenge their prowess. Hikers want to walk away from the manmade noises of civilization and camp where the only sound to disturb the silence of the night is the drumming of the grouse or the cry of a loon. Hunters are looking for big game. Others are just exploring—capturing the experience of their pioneer forebears in country that hasn't changed. Here they hope to discover the remnants of a way of life long past.

This yen for the back country may be just a fad, but people return to it again and again. The only way to see what makes such people tick is to try it too.

Plan to visit a national forest this summer. There is one within a day's driving distance. Or how about backpacking into one of the wilderness areas? It's rugged but rewarding. Put on walking shoes and follow the beckoning trail—an hour or two or three. Listen to the silence.

A funny thing will happen—you'll like it.

Forest Service conservationist cited

Miss Lillian Hornick of the Forest Service's Northern Region staff at Missoula, Mont., was one of 20 to receive the American Motors Conservation Award at special ceremonies in Washington, D.C., May 20. The awards, each consisting of $500 and an engraved bronze plaque, were designed to give recognition of people whose work is not ordinarily in the public eye, but who typify the best traditions of those who work in the frontlines of the conservation movement.

Motion Picture Service Chief, C. A. Carrello, says that last year 7½ million people attended live showings of USDA films and 149 million viewers were reached via television during the first 6 months of the year.

731-701 c48—64

An *Award of Merit* has been presented to the Sevier County, Utah, ASC Office as the outstanding ASC county office in the Southwest Area. Office personnel were cited for efficient administration of farm programs and office operations. Shown here—front row, left to right: Keith Peterson, chairman of the county committee, and Carl A. Larson, Director, Southwest Area; back row: Ivan Mills, vice chairman; George M. Anderson, office manager; and Philo Rasmussen, member of the committee.

Job Safety Week designated

PRESIDENT Lyndon B. Johnson has designated the week of June 21–27 as Job Safety Week and "called upon every American to work safely and to safeguard his fellow workers."

During this week the President's 1964 Conference on Occupational Safety will be held in Washington, D.C. Attending this nationwide conference will be some 3,500 leaders of American business, labor, agriculture, insurance, education, State and Federal agencies, science, professional and safety organizations from every segment of the economy.

In designating "Job Safety Week," President Johnson said, "The loss in skill and earning power of every man and woman who suffers a preventable work injury impoverishes still more a Nation already at war against poverty. We must prevent this flank attack on our progress in enriching the skills and extending job opportunities for all our people."

Last year, the total of disabling work injuries in this country climbed above 2 million for the first time in over a decade. As a result of job injuries in 1963, 14,200 workers died, 84,800 were permanently impaired, and 1,921,000 were disabled for a day or more.

By the end of the year, all of these work injuries—2,020,000 of them—had produced 42 million man-days of disability. When the future effects of deaths and permanent impairments are evaluated and added to the immediate loss, the year's total will ultimately reach 171 million man-days of disability. Put another way, this is about equal to a year's full-time employment for 551,000 workers.

New editor named for SCS magazine

Soil Conservation, official monthly magazine of the Soil Conservation Service for 29 years, has a new editor. Ben Osborn, who has been a writer in the SCS Information Division since 1955, succeeded Frank B. Harper.

Mr. Harper, who has been with SCS since 1936 and who has edited *Soil Conservation* for the past 3 years, retired because of ill health. He now plans to do private contract writing and public relations.

Before he was transferred to the Information Division, Mr. Osborn spent 20 years with SCS as a biologist, range conservationist, and work unit conservationist in the Plains States, mainly Texas.

Over 10 million people have jobs processing, transporting, merchandising, and storing the products of our farms.

Southwest Pacific calls

EXPLORE the exotic world of the Southwest Pacific this fall with other members of the USDA Travel Club. As a featured attraction of this year's tour schedule, the club has arranged a 38-day trip to such places as Hawaii, Samoa, Australia, New Zealand, the Fiji Islands, and Tahiti.

Club members—and you can become a member for $1—who take this tour will fly from Los Angeles to Hawaii for a short visit in our 50th State. After a day of sightseeing in Honolulu, the group will move on to Pago Pago, the capital of Samoa.

From there they fly on to the "lands down under" where they will be below the Equator where spring and summer are the seasons instead of fall and winter. In Australia they will find a continent of friendly, busy people, where modern cities contrast with the "wide open spaces" of the "back of beyond" with individual landholdings of 1,000 square miles. Australia is the only country with a continent to itself.

The next stop scheduled is New Zealand. This is a land of geysers, glaciers, and alpine peaks contrasting with green meadows, smooth coastal beaches, and exciting fjords. The population is mostly British but the native Maoris give a unique added charm never to be forgotten.

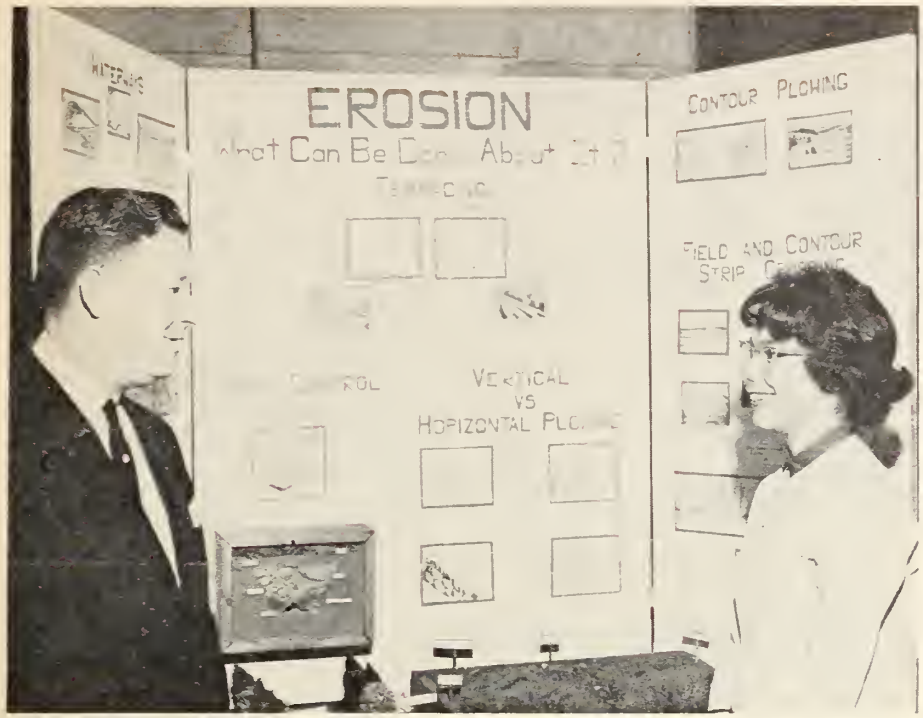
Then on to Fiji where the group will visit a native village and have an evening of feasting, native songs, and dances. Here they will witness the fantastic fire walking.

Turning back from the "lands down under" the group will visit Polynesia. Here Tahiti and its archipelago, the inspiration of "Bali-Hai," have symbolized the lure of the South Pacific to generations of travelers.

With their return to Los Angeles December 6, the group will have traveled over 22,000 miles of adventure, exotic lands, and customs. Want to take the trip?

If you do, you can find out about costs and other matters pertaining to the tour from Mrs. Betty Brooks, Welfare Activities Office, U.S. Department of Agriculture, Washington, D.C., 20250.

The annual nationwide Soil and Water Conservation Conference of the Soil Conservation Society of America will be held at Jackson, Miss., August 23–26. "Time, Space, and Demand for Natural Resources" is the theme of this year's conference.



Horace D. Godfrey, ASCS Administrator, was a visitor at the Seventh Annual Science Fair at the Department of Agriculture in Washington, D.C., recently. The fair was sponsored by professional employees of USDA. This conservation project is being shown by Miss Barbara Lathroup, a 9th-grader of a nearby Maryland junior high school. Fifty such projects were selected for showing at the Department. They were chosen from 5 area fairs representing work done in 237 schools.

My job

WHEN IN TODAY'S supermarket you select a broiler or fryer stamped with the USDA inspection mark, you have the assurance that it will be safe and wholesome. Much credit for this protection goes to some 2,000 AMS poultry inspectors stationed in 800 poultry plants around the country.

One of these is Isac Bice, a poultry inspector of the AMS poultry division, stationed at Greensboro, Ala. "My job," says Isac, "is to make sure every bird I stamp with the Department's approval is all right in every way for the consumer. In doing this, I am helping not only the consumer but the producer and processor as well. Confidence in a product helps everyone along the line."

To his associates in the poultry division, Isac is a quiet, serious young man, highly competent and very conscientious about his work. At the same time, he maintains a considerate and courteous manner toward others. This is vital in a poultry inspector who must often make difficult decisions in passing or rejecting birds on the processing line.

Isac has been an inspector with AMS for the past 4 years, since shortly after poultry inspection became mandatory for plants engaged in interstate commerce. He is 30 years old, married, and the father of 2 children.

His integrity and industry have been recognized by an *Outstanding Performance Award* and the Department's *Superior Service Award*.

John F. Kennedy Library

A national memorial to our late President will be the John F. Kennedy Library, which will overlook Harvard University's Winthrop House, where President Kennedy lived as an undergraduate.

Cost of this national institution will total $10 million and it will be built by voluntary contributions. The campaign to raise funds in the Department began May 15 and will run to June 15.

Secretary Orville L. Freeman is the Department's official chairman of the campaign. Foster E. Mohrhardt, Director of the National Agricultural Library, is the coordinator.

Selected as a fitting memorial by the late President's wife and family because of his great personal interest expressed in the project during his lifetime, the Library is conceived in three parts: a museum housing the mementos associated with President Kennedy and his times; an archive for scholars and researchers, containing personal papers and copies of public records necessary for an understanding of the actions of his administration; and an institute for educating young Americans and young people throughout the world in the understanding and practice of democratic political life.

As a memorial to the 35th President, its purpose is to express President Kennedy's concern for his country and the world. The Library will belong to the Nation, and its programs will be available to all Americans.

The excellent work of three Forest Service employees at Columbus, Ohio, was recognized recently when R. D. Lane (left), Director, Central States Forest Experiment Station, presented Certificates of Merit and cash awards to (left to right): Arnold Ross, pressman; Mrs. Maybelle D. Gilbert, bindery helper; and William A. Daniels, forestry aid. The three help FS scientists of the Columbus station who work in the six Central and Midwest States of Illinois, Indiana, Iowa, Kentucky, Missouri, and Ohio.

June is Dairy Month

WHEN, AS THE popular song tells us, June comes "bustin' out all over," there'll be much to celebrate, mirth-and-weatherwise, as well as healthwise. For during June the dynamic dairy industry—one of the Nation's biggest food producers—will again celebrate "June is Dairy Month." And this year will mark the 28th anniversary of that event.

Again, USDA's Agricultural Marketing Service will join hands with the dairy industry to assist in calling the attention of America's food consumers to the many benefits which milk and dairy products bring to our daily health requirements.

Particular stress this year will be directed to the millions of teenagers who will become the homemakers and food purchasers of tomorrow.

As a "kickoff" in this year's promotion campaign, AMS has featured milk and dairy products on its *plentiful foods list for June*. Also, through its numerous contacts with the food industry in major markets across the country, and with the national press, radio, and TV outlets, AMS will assist the dairy industry's efforts in further stressing the importance of milk and its products. AMS will also issue thousands of "fact sheets" for the food trades.

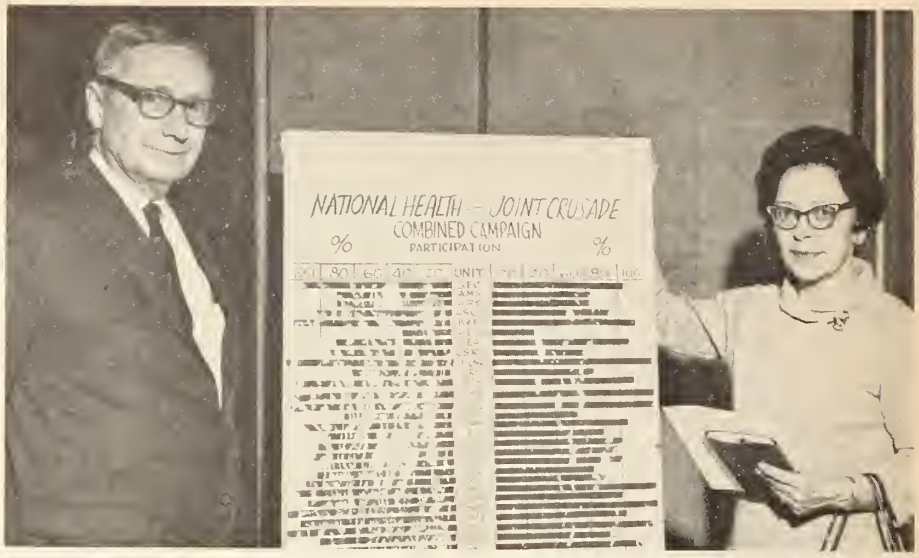
John Muir Wilderness

Want to hike the high country? Want to camp by a sky-blue lake nestled among peaks which rise to 12,000 feet above sea level? Want to explore a wild country where there are no roads or fences—only trails and rustic campsites?

You will find all these and more in the newly established John Muir Wilderness which stretches for 140 miles along the crest of the high Sierra Mountains in California. Secretary Freeman recently enlarged the High Sierra Primitive Area of 394,000 acres to more than 500,000 acres and renamed it the "John Muir Wilderness Area" in honor of the famous naturalist.

This newly formed wilderness area—the largest in California—is located in the Inyo and Sierra National Forests south of Yosemite. It has been a part of the Forest Service's Wilderness System since 1931 when the 394,000 acres were designated as a primitive area.

Renaming of the area coincided with the release of the new 5-cent John Muir commemorative postage stamp designed by Rudolph Wendlin, a Forest Service artist and conservationist.



At the close of the 1964 Combined Campaign for the National Health Agencies and the Federal Service Joint Crusade, Assistant Secretary Dorothy H. Jacobson and J. P. Loftus, Department Campaign Director, were gratified to note that participation of USDA employees was a record high. For the Washington, D.C., metropolitan area 9,152 USDA employees—78 percent—contributed to the National Health Agencies, and 8,251—70 percent—to the Joint Crusade.

New human nutrition chief

Dr. Willis A. Gortner, new Director of the Human Nutrition Research Division of the Agricultural Research Service, brings to his new position a wealth of training and experience.

For the past 16 years, he has been an administrator at the Pineapple Research Institute, Honolulu, Hawaii. Before that, he served for 5 years as professor of biochemistry and coordinator of research on frozen foods at Cornell University. He also spent 5 years as a research chemist for General Mills, Inc., and 3 years as a teacher at the University of Rochester's Medical School.

Dr. Gortner has worked as a consultant and research biochemist on various aspects of food and human nutrition research including atherosclerosis and aging, pesticides in foods, enzymes and glycoprotein, and dietary fat and human health. In this work, he has been associated with the Bjorksten Research Foundation, National Canners Association, and the Food and Nutrition Board of the National Research Council.

In his new position, Dr. Gortner will direct ARS research on human nutritional needs and on the nutritional and other properties of food products important to consumers.

Dr. Gortner is a native of Cold Spring Harbor, Long Island, N.Y. He earned his B.A. degree from the University of Minnesota in 1934, and a Ph. D. degree in biochemistry from the University of Rochester in 1940.

Sound engineer honored

Max T. Madson, sound engineer for the Motion Picture Service, Office of Information, has received a *Certificate of Merit* and cash award of $225 for devising a method of stabilizing photography of sound for motion pictures by controlling electrical current. In use today, this technique of current control allows the technician to reach necessary standards of recording with a minimum of time and material.

Mr. Madson has been with the Motion Picture Service for nearly 23 years and has served as sound engineer on at least 2,000 films, including such award winners as *The Forest* and *Wilderness Trail*.

The dogmas of the quiet past are inadequate to the stormy present. The occasion is piled high with difficulty and we must rise to the occasion. As our case is new—so we must think anew and act anew.

—ABRAHAM LINCOLN

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USDA
Employee News Bulletin
FOR JUNE 17, 1964

As I see it

PICK ANY community—rural, urban, or anywhere in between—and chances are you will find a unique effort underway. A quick check may reveal businessmen, homemakers, farmers, laborers, industrialists, lawyers, and ministers—every segment of the community—systematically working to guide community development.

One group within the overall committee might be working for the improvement of agriculture, another for business, and still another for education. Other subcommittees might cover "Government," "Industry," and "Recreation."

Perhaps 20 of these key leaders will be serving on a steering committee to guide the whole community development effort. Such a group may be known as "the Rural Areas Development," "the Resource Development Council," "the Area Redevelopment Committee," or "the Community Planning Commission."

Their approach to the economic development problem, like their names, might vary considerably. But usually they start by surveying their resources. Then they will (1) identify problem areas, (2) select possible solutions, (3) determine priority projects, and (4) then begin work on the projects.

In many parts of our country, individual community efforts are tied together by a county, area, or regional committee, made up of delegates from the community committees. By working together, the community leaders are able to overcome problems that would be insurmountable if tackled by one community alone.

Government assistance in community development is exerting a tremendous influence. Rural Areas Development, Area Redevelopment, the Manpower Development and Training Act, and the Accelerated Public Works Program are among those that have made significant contributions.

Howard Bertsch, Administrator, Farmers Home Administration.

In my opinion, the influence for good is far ahead of the dollars being spent under these Government efforts. In other words, I feel the "seed money" approach is working effectively.

Community development is not all a bed of roses, however. Results are unpredictable whenever a cross section of people work on difficult problems. If community development were a simple process, we would have many more orderly, efficient, and satisfying communities rather than shabby, depressed skeletons whose empty store fronts suggest that tomorrow may be even worse. But local people are organizing, meeting, studying, planning, and intiating growth and development of their communities. They need our help and understanding.

ALFRED L. EDWARDS,
Deputy Assistant Secretary for Rural Development and Conservation.

For Distinguished Service

RUNNING WATER is turned on for the first time in a rural community.

- An elderly couple moves into a modern new home.
- A farm family gets a new lease on life through a loan that enables it to set up a paying farm business.
- A young couple is able to get a start in sound farming.

These are but a few examples of how the Farmers Home Administration is helping to win the Nation's war on rural poverty.

Howard Bertsch was appointed FHA Administrator by President John F. Kennedy, April 24, 1961. Shortly after his appointment, he challenged his FHA employees with this battle cry, "We must not relax until the spectre of poverty has been driven from the countryside of rural America."

For his outstanding leadership in FHA's fight against rural poverty, Mr. Bertsch received the Department's *Distinguished Service Award* at the Awards Ceremony held in Washington on May 19. His citation reads:

> For dynamic leadership in revitalizing the spirit, redoubling the impact, and greatly increasing the rural credit program, and thus sharply increasing the Department's attack on rural poverty.

Mr. BERTSCH was born in Corvallis, Oregon. He graduated from Oregon State College with a B.S. degree in 1931 and he obtained an M.S. degree from Kansas State College the following year. While studying at Oregon State, he also served as assistant instructor in dairy husbandry.

His career in agricultural rehabilitation began in 1934 when he joined the Resettlement Administration as a county supervisor in Clackamas County, Oregon. For the next 9 years, he served as a field officer in the rural rehabilitation loan program.

In 1944, he was placed in charge of the farm ownership loan program for the Farm Security Administration for Oregon, Washington, Idaho and Alaska.

Mr. Bertsch was brought into the Washington headquarters of FHA in 1947, and from 1949 to 1954 he was in charge of national farm ownership and farm housing loan programs.

In the spring of 1954, he was selected by the Ford Foundation to make a land and people study in Iran. Then, from July 1954 to January 1955, he served as a rural credit specialist with the Near

(Continued on Page 2)

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REA—going on 30

CHORETIME down on the farm is no longer the drudgery it used to be and the farm home is no longer the remote place it once was. Kilowatts now cut the silage, mix the feed, milk the cows, pump the water, light the farmstead and dozens of other jobs. The telephone links the farm family with its neighbors and the doctor, bank, feed store, firehouse and service station in town and folks far away. Telephone service has brought with it a new feeling of participation in local and national affairs.

The Rural Electrification Administration, which has helped to bring these benefits to rural America, began its 30th year of service on May 11.

Today, the more than 1,800 locally owned and managed electric and telephone systems financed by REA loans bring the conveniences of modern electric and telephone service to almost 7 million people in 46 States, Puerto Rico and the Virgin Islands.

In the war on rural poverty, REA borrowers already are engaged in strengthening the economic base of rural areas through the services they provide. Their experience and know-how have placed them in a strategic position of leadership in the all-out attack on rural poverty.

A recent REA survey showed that, in the 2½ years ending Dec. 31, 1963, REA borrowers gave technical help to the economic development of their service areas that resulted in 60,000 new jobs. Indirect employment will raise that figure above 100,000. These new jobs and payrolls not only provide new income for rural residents and businesses, but they help to strengthen the financial position of the electric and telephone systems through increased revenues.

REA was established by President Franklin D. Roosevelt in 1935, a year before the passage of the Rural Electrification Act. It became an agency of the Department of Agriculture in 1939.

In rural America, nearly 16 million people live in poverty—half of the poverty stricken in the country.

(*Continued from Page 1*)

East Foundation in Iran. From 1955 to 1960, he was a rural development consultant to the Government of Iran.

While in Iran, he was awarded "The Order of the Crown" for his services to that country, and was also decorated by the Minister of Education.

Certificates of Merit and cash awards went to 5 employees of the Agricultural Marketing Service in Chicago recently. All are members of the administrative services branch, cited for excellence and consistently high standards in providing duplication, distribution, and related services. Richard Bender (left) chief of the branch, presents a group citation to: (left to right) Smith L. Kyle, Hezekiah Potts, George Blazek, Lee T. Dobye, and Elven Slaughter. Individual awards were presented to each, also.

The day it rained

MANY OF YOU who grew up on a farm remember a particular day when disaster struck. You saw the clouds roll up and the sky turn black; then the downpour. Soon water, muddied by the topsoil from neighborhood farms, overflowed the banks of the creek in the valley. Fences, bridges, and even buildings were washed away. Crops were destroyed.

On such a day in the spring of 1963, a heavy rain, measuring 3.4 inches, fell in south-central Ohio on land frozen to depths of 26 inches. In areas adjacent to the Upper Hocking Watershed project, flood damage amounted to $500,000 in one community alone. In the protected watershed, eight upstream dams held back 1,000 acre-feet—325 million gallons—of floodwater, thus protecting farmland and the community of Lancaster. Had it not been for the watershed project, the resulting two or three feet of floodwater would have caused several hundred thousand dollars' damage in Lancaster alone.

Today, across the land, many men are working on similar projects under the small watershed program administered by the Soil Conservation Service. Any day, the number of proposed small watershed projects authorized for U.S. Department of Agriculture planning will pass the 1,000 mark, according to D. A. Williams, SCS Administrator.

August 4 will mark the 10th anniversary of the Watershed Protection and Flood Prevention Act which authorizes USDA to provide technical and financial help to local watershed groups to plan and carry out upstream watershed projects to bring freedom from floods, erosion, and siltation, as well as to provide reservoirs for irrigation, community water systems, recreation, and fire protection.

Growth on the small watershed program was noted recently when the National Watershed Congress reviewed a decade of progress at its 11th annual meeting at Little Rock, Ark. Secretary Orville L. Freeman was a featured speaker.

As of May 1, 980 State-approved watersheds had been authorized for planning assistance. On the same date, 556 projects had been approved for operations. These projects include 32 million acres in 48 States. More than 1,450 small dams had been built and 464 miles of stream channels had been improved, to prevent floods.

SCS Conservationist named

Kenneth E. Grant is the new Soil Conservation Service State Conservationist for Indiana. He succeeded C. E. Swain, who has retired.

Mr. Swain has been with SCS since 1935 and Indiana State Conservationist since 1954.

Mr. Grant recently completed work for the degree of Master of Public Administration at Harvard University where he studied under the Federal Employees Training Act.

Two new conservation labs

DID YOU know that only 175 years ago we had 500 million acres of fertile soil in this country? Already we have wasted 200 million acres of that and another 100 million acres is washing away today. And, in just a few more years, we will need three times the amount of water we use today.

To step up the fight against erosion and runoff, the Department recently dedicated two new conservation research laboratories at Twin Falls, Idaho, and Pullman, Wash.

The main feature of the Pullman laboratory is a 15- by 50-foot raintower which is 55 feet tall. Here artificial rainfall can be applied to soil plots contained on specially built flatcars which roll on standard gage railroad tracks. The raintower has a hydraulic lift for tilting cars to slopes up to 40 percent, simulating the steep land of the area.

The new soil-erosion laboratory at Pullman expands existing facilities at the Palouse Conservation Field Station, which directly serves a 9-million-acre area in Washington, Oregon, and Idaho that is subject to severe erosion. The Agricultural Research Service operates the Pullman Station in cooperation with the Washington State University, SCS, and local and State soil conservation districts. Stephen J. Mech is director.

The new Snake River Conservation Field Station at Twin Falls makes possible laboratory, greenhouse and field research which will benefit some 34 million acres in the Snake River Basin and other range and dryland areas of the region. It consists of four buildings and a greenhouse that provide 40,600 square feet of floor space. The main building contains offices, library, conference room, and laboratories for research in soil chemistry, fertility, physics, mechanics, microbiology and engineering. Three other buildings house an irrigation-drainage laboratory, machine and research shops and storage facilities for implements, vehicles, and other equipment. The greenhouse is equipped for growing plants under controlled environments.

Major research emphasis will be on irrigated lands, but considerable work will also be done on rangeland and nonirrigated cropland problems.

This Station is operated by ARS in cooperation with the University of Idaho, SCS, the U.S. Weather Bureau and the U.S. Bureau of Reclamation. A. R. Robinson is director.

Verlyn S. Olson (right), deputy director, ASCS Data Processing Center, Kansas City, and retiring president of the Greater Kansas City USDA Club, hands the gavel to the new president, Robert E. Lusk, OGC. Other new officers are—left to right—Miss Madeline G. Acock, ASCS, assistant secretary-treasurer; Miss Helen L. Ellsworth, ASCS, secretary-treasurer; and C. E. Pettengell, FCIC, vice president.

Mrs. Dorothy V. Barnes, AMS Food Distribution Division, Los Angeles, Calif.

AMS secretary honored

Mrs. Dorothy V. Barnes, of the Los Angeles subarea office of AMS' Food Distribution Division, has received a *Certificate of Merit* for sustained superior performance of secretarial and administrative duties and in maintaining good public relations in connection with food distribution programs. She is secretary to Charles Croghan, officer-in-charge of the subarea office.

Mrs. Barnes, who has been with the Department for the past 15 years, recently received a quality increase in salary.

Kansas City USDA Club

The USDA Club of Greater Kansas City climaxed its 1963–64 season with an Honor Awards Dinner at which more than 200 awards and honors were presented. Among them was an honorary membership in the Club given to Under Secretary Charles S. Murphy, who was the featured speaker.

More than 300 USDA employees, members of their families and friends attended the banquet. The Club has a paid-up membership of 809 and had an average attendance of 167 at the eight monthly luncheon meetings during the past season.

At the conclusion of the Awards Dinner, Verlyn Olson, immediate past president, from the ASCS Data Processing Center of Kansas City, installed the officers for the 1964–65 year, which include Robert E. Lusk, OGC, president; C. E. Pettengell, FCIC, vice president; Miss Helen Ellsworth, ASCS, secretary-treasurer; and Miss Madeline Acock, ASCS, assistant secretary-treasurer.

The Club's contribution of $300 to the Agricultural Hall of Fame was announced at the Awards Dinner.

The Club was one of the sponsoring organizations in the Farmers' Tribute to former President Harry S. Truman on his 80th birthday. Mr. Truman was given honorary membership in the Club.

Fifteen percent of American farm production goes to export markets, compared with 8 percent for industrial output.

My job

SOIL MEANS different things to different people. To my wife, it's dirt when I track some in on the floor. To an agriculturist, soil is the natural medium for the growth of plants. To an engineer, it's the "unconsolidated earth material" to be considered in designing and building structures. To most of us, soil is the land surface of our earth. It is mud, dust, or the stuff we dig up to plant a garden, depending on conditions and situations.

To the soil scientist, soil is "profiles" and "horizons." It is "structure" and "texture." It is clay, loam, silt and sand and various combinations. It is all these and more.

My job as a soil scientist is to work on the Soil Survey. The Soil Survey is the systematic examination of soils in the field and in laboratories, their description and classification. It is the mapping and interpretation of soils according to adaptability for various crops, behavior under plant production and for other purposes, and productivity under different management systems.

In making a Soil Survey, I study many soil profiles—a cross section of the layers of a soil. These layers are called horizons. To know how one soil varies from another, examine and describe soil color, texture, arrangement of particles, stoniness, thickness and arrangements of horizons, and thickness of the entire profile.

This enables me to recognize a soil no matter how seldom or frequently I see it. It helps me separate soils when I am mapping, and to place each soil in the national system of soil classification.

In mapping soils, aerial photographs are used as a base to properly locate position and record findings. Symbols are used for each set of soil conditions. I explore the land field by field, using soil augers and spade, to check soil characteristics and help make decisions as to where lines should be drawn on the aerial photograph. Road cuts, house foundations, pipelines and pits I myself dig, expose the soil in detail, so I can study it.

The interpretation of soils for all users of land is a primary objective. Soil Conservation Service technicians have used this survey when helping farmers with field layout, cropping systems, selection of the crop best suited for a field, drainage improvement, pond site selection, obstruction removal and erosion control, for a long time. This is the basic purpose for making a soil survey. Today, an ever-increasing number of nonfarm organizations and individuals are seeking soils information.

Sylvester Fletcher, SCS Soil Scientist.

For example, the county in New Jersey in which my office is located asked for a broad breakdown of soils according to our land capability classes when the county master plan was being prepared. This called for locating the best areas for agriculture and the best areas for housing, industry and recreation. Soils survey information is used in setting sound values on rural land.

The soil survey is young. The need is great. And I find the job a most challenging one.

SYLVESTER FLETCHER,
Soil Scientist, SCS.

A signal honor recently came to Mrs. LaVern Messerli Sapp, administrative assistant, animal disease eradication division, ARS, Jefferson City, Mo., when she was named "Secretary of the Week" at a special "Secretaries Day" banquet. With Mrs. Sapp is Dr. L. F. Van Gorder, veterinarian-in-charge, ADE, at Jefferson City, who served as master of ceremonies at the banquet. Mrs. Sapp has been with USDA since 1944.

All in a day's work

Arsonists sometimes show that Smokey's "Only You Can Prevent Forest Fires" message gets through —even to them.

While checking a recent timber sale near the Georgia State line, Assistant Ranger Dean Qualls, Ocoee Ranger District, Cherokee National Forest, Tennessee, found a 1963 Super Sport Impala which had been stripped and burned. The engine, transmission, three wheels, axles, and radio had been removed. The doors, grill, fenders, and two tires had been stuffed inside. Brush had been piled under the car. Wood had been cut and used to finish filling the inside. A thorough job of burning was accomplished.

But before burning the car, the arsonist or arsonists had raked away all leaves and debris that might start a forest fire. A fire line 8 to 10 feet wide had been cleared all around the car. Not a leaf was scorched.

"If folks who build campfires would only be as careful . . ." said Ranger Qualls.

Plentiful foods

USDA's July list:

Featured: Beef and plums.

Other plentifuls: Turkeys, canned pink salmon, early summer vegetables, vegetable fats and oils, and watermelons.

"For the first time in history we know that it is physically possible to produce plenty of food—not for just a few—but for everyone on earth."

—Secretary Orville L. Freeman

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USDA
Employee News Bulletin
FOR JULY 1, 1964

As I See It

WE ARE WITNESSING in the world great and rapid changes which began only a short time ago but which will continue for many decades. None of us in the United States can escape their consequences, their ferment, their effect on the peace, security and well-being of our country.

These changes result from the impact of Western science, technology, education, and values on traditional societies in underdeveloped countries. They result, too, from the emergence of powerful political systems as colonial regimes have come to an end.

Mr. Drosdoff

For our own good, as well as the good of the rest of the world, the United States must take part in the modernization of underdeveloped countries. It is imperative that we step up the effectiveness of our efforts to help the hundreds of millions of people in the world who are striving to improve their lot. We must cooperate with these other nations for our mutual benefit.

In underdeveloped countries, almost all people live in rural areas. Agricultural development, therefore, is the greatest single need and has the highest priority for technical assistance. Political, social, and economic stability of a developing country is intimately connected with its agriculture. Agricultural development is indispensable to the momentum of improvement for the economy and well being of these underdeveloped countries.

Just as the U.S. Department of Agriculture has contributed so much to the economic and social strength of this country, now it must contribute to the peace and security of the world by broadening its horizons and participating in this assistance to others. The Department has shared its knowledge of agriculture with friendly nations for many years. Now it is being asked to redouble these efforts because of its unique resources and ability to play a leading role in our country's assistance to underdeveloped countries.

To respond most effectively to increased demands for technical assistance abroad and training of foreign nationals, the Department has established the International Agricultural Development Service (IADS). This service is responsible for coordinating the Department's programs in international technical assistance and training. It coordinates these programs with other U.S. agencies, land-grant institutions, and private and international organizations.

Each request for assistance receives careful consideration from IADS and appropriate agencies in the Department. Often a team goes to the requesting country to study firsthand the agricultural situations there and to find how the Department can help most effectively. The Department provides assistance for which it has unique capabilities and which will not unduly hamper its domestic programs.

"Technical assistance" normally means sending qualified specialists to advise and work with governments to establish more effective programs for rural development. Specialists are sent by their own USDA agency. This means that every USDA technician working abroad is backed up by the full resources of his agency and the entire Department.

In this way, the Department is sharing U.S. agricultural technology with friendly, developing nations. This sharing is in the same tradition that has made our Nation great.

—MATTHEW DROSDOFF
IADS Administrator

New Director, USDA Economics

DR. JOHN A. Schnittker has succeeded Dr. Willard W. Cochrane as Director of Agricultural Economics in the U.S. Department of Agriculture. Dr. Cochrane resigned to return to his post as professor of agricultural economics at the University of Minnesota.

Until his appointment as head of USDA's economic services, Dr. Schnittker had been a member of the Department's Staff Economists Group, which served under Dr. Cochrane. Recently he represented the Department in preliminary meetings for the "Kennedy round" of the GATT trade negotiations.

Before coming to the Department in 1961, Dr. Schnittker had been associate professor of the Department of Economics at Kansas State University.

John A. Schnittker,
Director, Agricultural Economics

The new Director is a native of Nashville, Kans., where he grew up on a farm in Kingman County. He earned his B.S. and M.S. degrees from Kansas State University and his Ph. D. from Iowa State University. He is the author of numerous articles on wheat and general agricultural policy, including a report for the Joint Economic Committee of Congress.

During the Korean war, from 1950 to 1952, he served in the U.S. Army as an officer.

In his new post, Dr. Schnittker will have under his direction the Department's Statistical Reporting Service, headed by Harry C. Trelogan; and Economic Research Service, under Nathan M. Koffsky.

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For Distinguished Service

A BETTER understanding of agriculture—and of the services of the Department to agriculture and all the people—have top priority on Secretary Orville L. Freeman's list of major objectives. A member of his staff who is doing much to help him attain this goal is Kenneth M. Birkhead, Special Assistant to the Secretary for Congressional Relations.

This year, Mr. Birkhead was one of eight to receive the Department's *Distinguished Service Award:*

> For distinguished service in maintaining effective liaison with Legislative Branch and Executive Departments of the Government, and significant contributions to the understanding of the Department's role in national life.

Mr. Birkhead began his public services career in 1938 as an official of Friends of Democracy, Inc. This organization specialized in research and educational activities relating to antidemocratic propaganda in the United States. He specialized in the study of Communist propaganda.

During World War II he served with the Air Corps, where he began as a private and was discharged as a First Lieutenant. After the war, he joined the staff of the Democratic National Committee where he prepared speech and research material for President Harry S. Truman.

Other positions held by Mr. Birkhead include: Campaign manager for the late Senator Thomas C. Hennings, Jr., of Missouri; assistant to the director of the Democratic Congressional Campaign Committee; staff director of the Senate Campaign Committee; assistant to the Democratic whip in the Senate, Hon. Earle C. Clements; national director of the American Veterans Committee; finance director of the Democratic National Committee; and consultant to the Research and Education Committee for the Free World, a division of the Albert and Mary Lasker Foundation.

Mr. Birkhead was born in St. Louis, Mo. He did his undergraduate work at Missouri Valley College and earned his M.A. degree at the University of Missouri. He also did graduate study in administration and education at Harvard University and the University of Virginia.

The 64th annual meeting of the Society of American Foresters will be held in Denver, Colo., September 27–30.

Kenneth M. Birkhead
Assistant to the Secretary

Presidential scholarship to ASCS employee

Miss Peggy Jean Denney, computer operator in the Pondera County ASCS office in Conrad, Mont., is among the first Presidential Scholars chosen by President Lyndon B. Johnson.

She enrolls at Brigham Young University, Provo, Utah, in the fall, where she will receive an all-expense paid education as a result of earning a National Merit Scholarship. She has selected mathematics as her major and hopes to be a teacher.

A 1964 graduate of Conrad High School, Miss Denney kept a straight A average for 4 years to win the first-place honors.

Asked her reaction when she received the wire from President Johnson, she said meekly, "I was so excited I couldn't talk. And I didn't tell my parents until I got home from work."

The 18-year-old Miss Denney lives with her parents, Mr. and Mrs. Robert E. Denney, and three brothers and three sisters on a ranch 12 miles out of Conrad.

Miss Denney, along with 120 other high school graduates, was presented her scholarship in White House ceremonies June 10.

The average income of farmers is still only 60 percent of that received by nonfarmers.

Farm Safety Week

A TRACTOR tips over and the driver's leg is broken. A ladder slips and there is a new patient at the "County General." A silage cutter clogs and the operator tries to clear it without turning it off. The totals on the farm accident scoreboard go up.

Despite the fact that thousands of volunteer leaders and members of rural organizations actively participate in safety programs, accidents still cause thousands of deaths and nearly a million disabling injuries to farm people each year.

These statistics take on added meaning when we consider the human suffering, the heartbreak, the hospital and doctor bills, and the permanent disability that too often follow.

To focus attention on this heavy toll of life and human suffering and on action which can be taken to reduce it, President Lyndon B. Johnson has proclaimed the week of July 19–25, 1964, *National Farm Safety Week.* "I urge all persons and organizations, particularly those working in agriculture, to unite in a strong and purposeful effort to reduce farm, home, and rural highway accidents to an irreducible minimum," he said.

The U.S. Department of Agriculture and the National Safety Council cosponsor National Farm Safety Week. They work with the State Cooperative Extension Service, farm organizations, the farm press, radio, television, and other groups. The Federal Extension Service is cooperating with the State Extension Service, and the Office of Information is assisting through national communications channels.

Secretary Freeman is urging all services of the Department to request their personnel to do everything possible to promote farm safety and to offer assistance to those in other groups in observing National Farm Safety Week.

"We should all help promote greater farm safety throughout the year, as well as during this special Farm Safety Week," he said.

In 3 years of pilot food stamp operations, $56 million in new spending power in the form of Federal food coupons have flowed into the local economy of counties and cities taking part in the program. At the same time, participating families have put up more than $91 million of their own cash to obtain the additional purchasing power.

Abraham Lincoln, depicted as the "Father of the USDA," became a living character as Hugh C. Watts, SCS work unit conservationist for Salem County, N.J., portrayed the historic role in a recent Tercentenary Celebration parade at Woodstown. Riding at his side, Hugh's wife, Georgia, characterizing Mrs. Lincoln, completed the impressive setting. The float, one of the highlights of the 2-hour parade, was a result of a combined effort by several USDA agencies in the historic Salem County town.

Sick leave record topped

FORTY-ONE YEARS 7 months and 8 days on the job without a single day of sick leave!

That is O. K. Davis' answer to our "Can You Top This?" in the April 8 *USDA*. In the story under this headline, we reported that Francis R. Mangham, Director of the Department's Office of Plant and Operations, had not taken a day of sick leave in 16 years.

Mr. Davis, an ARS plant quarantine inspector at Laredo, Tex., retired April 25 with 18 years of service with the Department without a day of sick leave. Before coming to the Department, he worked 2 years with the Immigration Service—making a total of 20 years' Federal service without sick leave. Before that, he worked 21 years in the Texas public schools without taking sick leave. His lifetime score: 41 years 7 months and 8 days without a single day of sick leave.

A second challenger is FHA county supervisor Clyde Lee Butler, who in the 29 years he has been with FHA has taken only 5 days of sick leave. He is stationed at Jonesboro, La.

Again, we say, "Can You Top These?" If you, or any other Department employee you know of, has a better record than Mr. Davis or Mr. Butler, we'd like to hear about it.

Save Your Pay The E Bond Way

USDA grounds spruced up

There's a fresh new look to the grounds around the USDA buildings in Washington, D.C. At the front entrance of the Administration Building, huge white, and red petunias are blooming in six of the eight large urns. These petunias were transplanted to the urns after serving as decorations for the recent USDA Food and Home Fair.

At the corners on either side of the front entrance, rhododendrons have been set out. Azalea bushes now form an attractive display on either side of the south entrance to the Administration Building. Trees and shrubs have been trimmed and grass plots have been resodded. At the Annex Building the grass has been resodded and the driveway widened.

All this renovation and spring cleanup has been done under the direction of a new General Services Administration Buildings Manager J. D. Powell, recently assigned to USDA buildings in Washington. In the Federal Government, GSA has responsibility for the care and upkeep of many public buildings.

Mr. Powell, a native of Rome, Ga., has had 30 years' experience in the operation and upkeep of public buildings. Before his move to USDA buildings, he was Building Manager at Department of Justice and Archives.

National AAACE Meeting

THE 48th ANNUAL meeting of the American Association of Agricultural College Editors will be held at Las Cruces, N. Mex., July 12–15. Agricultural information specialists from land-grant and other colleges and universities over the country will attend. A major theme of this year's program will be "The Role of Information Workers in Social and Economic Development Programs." AAACE members will pool their ideas on methods and means of working together on a community basis. They will discuss the kinds of audiences that need to be reached, how the information staff can help reach them, information materials in use and needed, communication training needs, and many other subjects.

The best bulletin, news story, radio program, visual and other materials submitted by AAACE members will be studied and several national awards presented. Among them will be the Reuben Brigham Award for outstanding contributions to agriculture by a nonmember of AAACE; the National Plant Food Institute $500 Award to the agricultural editor showing the greatest professional improvement during the year; the Film Foundation $500 Award for the outstanding agricultural film; and the Pioneer Awards to the most promising young editors in each of the AAACE regions; and an award for the best agricultural exhibit.

Election of officers for the coming year will be another feature of the meeting. Extension Editor David E. Ryker of Little Rock, Ark., president-elect at last year's meeting, will succeed Dr. Bryant E. Kearl as president. Officers to be elected include a new president-elect, a vice president, and three regional directors.

Plans call for visits to the White Sands Missile Range, the White Sands National Monument, and the Stahmann Farms, world's largest producer of geese and pecans.

In the first 7 months of fiscal year 1964, U.S. agricultural exports to Western European countries amounted to $1.4 billion, compared with $1.1 billion in the comparable period of a year earlier—a gain of 27 percent.

Farm fire losses in the United States climbed to an alltime high of $191 million in 1963—9 percent higher than in the previous year. In 1950, farm fire losses were $131 million.

Equal job opportunties

"IT IS THE PLAIN and positive obligation of the U.S. Government to promote and insure equal opportunity for all qualified persons without regard to race, creed, color, or national origin, employed or seeking employment with the Federal Government."

These are the words of the late President John F. Kennedy spoken March 6, 1961, when he issued Executive Order 10925 to prevent and eliminate discrimination in employment in the Federal Government.

To achieve this end, the order established the President's Committee on Equal Employment Opportunities. The Committee established a two-pronged program to carry out its responsibility:

First, it developed a procedure whereby persons who feel they have been discriminated against can file a complaint, and have the charges investigated and resolved.

Second, the Committee set up a program of "affirmative action" to improve employment opportunities for minority groups in the Federal Government.

Both efforts have resulted in more equality for minorities in the Government. During the administration of Secretary Orville L. Freeman, minority group employment in the Department has begun to shift from lower to the middle and upper grades. Most of this shift can be attributed to promotions which have been made because of an increased concern by supervisors in advancing qualified minority group employees. Minority group employment in the Department is still rather small—2.9 percent.

Of the two programs developed by the President's Committee, the affirmative action approach has, without a doubt, the greatest potential for lasting improvement in job opportunities for minority group workers. It is also apparent that more progress will occur when USDA supervisors select, promote, assign, detail, and train employees on merit—without regard to race, creed, color, or national origin.

Attitudes and actions of supervisors are at the core of the Equal Employment Opportunity Program, as they are in most Department activities. Much of the success or failure depends upon their determination to provide leadership to achive the goal of fair employment and upon their resolve to make personnel decisions on merit and ability alone. The Equal Employment Opportunity policy of the President and the Department demands it.

—WILLIAM M. SEABRON,
Office of Personnel

Trienah Meyers,
Deputy Assistant Secretary for Marketing and Consumer Services

Fish and wildlife conservation

A joint Soil Conservation Service and Fish and Wildlife Service Committee has been established to coordinate fish and wildlife conservation in watershed development.

The committee will work chiefly on policies and procedures for handling fish and wildlife planning and problems associated with watershed projects administered by SCS. It will consider individual watershed projects only when differences cannot be solved at the local level by field representatives of the two agencies.

D. A. Williams, SCS Administrator, has named the following members of his staff to the committee: Hollis R. Williams, Deputy Administrator for Watersheds; John H. Wetzel, Director, Watershed Planning Division; and Lawrence V. Compton, Head Biologist, Plant Technology Division.

In the Department of the Interior, the Commissioner of Fish and Wildlife has named three staff members of the Bureau of Sport Fisheries and Wildlife to the committee.

Buy Security With E Bonds

New Deputy Assistant Secretary

TRIENAH MEYERS, new Deputy Assistant Secretary for Marketing and Consumer Services, is the second woman to be appointed to a top-level administrative position in the U.S. Department of Agriculture. Appointment of Mrs. Dorothy H. Jacobson as Assistant Secretary for International Affairs was first.

In her new position, Miss Meyers is deputy to Assistant Secretary George L. Mehren and with him shares responsibility for administration of USDA's marketing and consumer services, including direction of the Agricultural Marketing Service and the Commodity Exchange Authority.

Miss Meyers is an expert on consumer and industrial opinion research, having conducted and directed USDA market research surveys for 17 years. Since 1947, she has directed consumer and industrial attitude and preference studies on food and fiber products, taste tests on food products, and public opinion surveys to evaluate Department programs.

Before accepting her new position, she was head of the special surveys branch of the Statistical Reporting Service. During her 20 years of Government service, she has been a consultant to the Bureau of the Budget, Food and Drug Administration, National Academy of Sciences, Interior and Labor Departments, and the New York State Department of Health.

In 1952, she received the Department's *Superior Service Award.*

Miss Meyers is a native of Norfolk, Va., and in private life is Mrs. Michael Heffter. She earned her social psychology degree at Rutgers University, and spent 3 years doing public opinion studies at the Columbia University Bureau of Applied Social Research.

The 1964 annual conference of the American Institute of Cooperation on Farm Business will be held at the University of Michigan, East Lansing, August 9–12.

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U.S. DEPARTMENT OF AGRICULTURE
BELTSVILLE BRANCH

USDA
Employee News Bulletin

FOR JULY 15, 1964

For Distinguished Service

BEFORE YOU CAN ASK, "What's next in American agriculture?" it has already happened. The number of persons fed by one American farmer goes up. The number of farmers goes down as farms get bigger. New crops are introduced and new uses are found for old crops. Bigger and better machinery makes old methods obsolete.

For his unusual perception of agricultural trends and leadership in applying economic theory to agricultural distribution problems, Dr. John M. Brewster, an agricultural economist with the Economic Research Service, received the Department's *Distinguished Service Award* at the Awards Ceremony held in Washington, May 19:

> For original and notable contributions toward understanding the basic beliefs and value that significantly shape farm policy and farm programs related to production adjustments, family farms, and rural life.

Soon after receiving the award, Dr. Brewster went to Taiwan to take part in a research program conducted by the Department and the Agency for International Development (AID). There he is studying practices which led to exceptional successes in Taiwan's agricultural production. An outline of these practices are to be used as a model for AID work in other foreign countries.

Dr. Brewster, who has been with ERS since its inception in 1961, joined USDA in 1936 with the Agricultural Adjustment Administration. Since then, he has held positions of increasing responsibility.

In 1955, Dr. Brewster received a *Superior Service Award* and twice he has received awards from the American Farm Economics Association for the most outstanding paper published during the year in the Journal of Farm Economics.

A native of Grove, Okla., he received his B.A. degree from Emporia College, Emporia, Kans., and his doctorate from Columbia University, New York.

Dr. John W. Brewster, ERS

N.H. State Conservationist

Albert C. Addison, new SCS State Conservationst for New Hampshire, began his soil conservation work with the Civilian Conservation Corps in 1936. Prior to his recent appointment he was Acting State Conservationist in New Hampshire.

Mr. Addison succeeds Kenneth E. Grant who has been appointed State Conservationist for Indiana.

The new State Conservationist was transferred to New Hampshire from Ohio in September, 1961. He is a native of Vandyke, Va., and a graduate of the Ohio State University with a B.S. degree in agriculture.

The right way is the safe way.

THE THREE C'S OF FARM PROGRAMS

"As a people we have been approaching the problem of abundance in agriculture as though it had only one dimension," said Secretary Orville L. Freeman in a recent address. "Actually, it has three dimensions.

"Public efforts to solve agriculture's problems until recently have focused only on the commercial ills. We have concentrated almost exclusively on commodity programs. In 1961 we broadened our perspective and began to consider the human problems of people on less than adequate farms, of communities which need to diversify their economic base, of the widespread cancer of poverty in rural America, and of the changing needs of families and individuals in cities and suburbs for what they want from the land.

"This is a three-dimensional policy, sometimes called the three C's, for it recognizes that:

"1. Commodity programs—are designed for the needs of commercial family farm agriculture.

"2. Community programs—are vital to the full development of opportunity in rural America. The war on poverty . . . the opportunities for city families who need and seek recreation in the great outdoors . . . the creation of new jobs in rural areas . . . all are part of this dimension.

"3. Consumer programs—serve those who use food and fiber as well as those who produce it. The sharing of food with the needy at home and broad programs of trade and aid overseas are phases of this dimension which seek a wide avenue on which to move the abundant productivity of the farm into fuller use."

Meat animal research site

Near Clay Center, Nebr., the Department is acquiring 10,000 acres of Federal land as a site for a National Meat Animal Research Station. This land was the site of a U.S. Navy ammunition depot which has been closed.

When completed the new station is expected to provide working facilities for 45 scientists and about 150 supporting personnel.

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As I See It

THE EXPLOSION of knowledge in the area of science and technology demands that each of us constantly try to keep our knowledge current. The growth in size and complexity of government organization demands that our science and technology be managed more effectively.

Society has responded to these demands by providing increasing opportunities for continued learning. The need for lifelong learning is becoming widely accepted. In the military services, the professional man spends 12 percent of his career time in training. Continued expansion of man's horizons of knowledge suggest that this percentage will increase. It has been predicted that we soon will be spending 25 percent of our time in new learning.

Increased attention to improving leadership by management is a significant development of this decade. Recent findings in the behavioral sciences offer new opportunities for the manager to learn. Two of these are worthy of comment. The first relates to the dual concerns of a manager: (1) for the work to be done—for the productivity of his organization; (2) he also has a concern for people, since it is through people that work gets done.

Dr. Holden

Earlier theories suggested that these two concerns were of necessity opposing. This is reflected in such statements as "promotions to supervisory positions should be based more on a person's way of getting along with people than on his technical know-how." This is the human relations approach. Or that "promotions to supervisory positions should be based more on technical know-how than on capacity to get along well with people." This is the production-centered approach. The behavioral sciences have suggested recently that these two concerns should be integrated. "Promotions to supervisory positions should be based upon technical know-how as well as gaining respect and work from others."

A second development relates to the focus of our effort to improve management competence. In the past, such efforts have been directed largely at individuals-in-isolation. One or more managers are selected by their agency to attend a management course with men of similar responsibilities from other agencies. Most are strangers. Few have any direct relationships in their day-to-day environment. This approach to management development contributes to broadened perspective and changed concepts of managerial behavior. But the effort toward development often stops there. We fail to recognize that human behavior occurs in the context of an organization culture. Training an employee who works in a "play it cozy" atmosphere, to be candid and open, is useless. If we are to expect improvement in managerial behavior, the culture of the organization cannot be ignored.

The target of development effort in the future will be the organization as a whole. It will involve members who must find ways of working together as a team if the job is to be done well and if the problems besetting the organization are to be solved successfully. A key element of such organization development effort is administration by the members themselves. The line organization retains full responsibility for planning, designing, and carrying out the effort. Since the organization members have a stake in the outcome of their own efforts, greater motivation to improve is achieved.

In summary, the manager of the future will become increasingly involved in finding better ways to combine his technical know-how with ways to gain respect and work output from others. Future development effort will take place in the context of the organizational culture. Under this concept, the job of the manager becomes one of developing and maintaining an organizational culture that promotes work. The target of such development is the organization as whole rather than the individual-in-isolation.

—Dr. John B. Holden,
Director, USDA Graduate School.

Award for excellence in training

Dr. Francis J. Mulhern, director of ARS' animal disease eradication division, is one of five winners of the 1964 Distinguished Service Awards for Excellence in Training, presented by the Training Officers' Conference in Washington, D.C.

The Conference, an organization of training officers which works closely with the American Society of Training Directors, gives the awards annually for outstanding contributions to management improvement through training programs.

Dr. Mulhern has emphasized training and development for ADE's 2,600 employees, who are working in all 50 States.

These programs are making an important contribution in the fight against animal and poultry diseases which directly affect the U.S. agricultural economy.

Mountain named for FS man

DEPARTMENT employees who have had a river, or lake, or island, or mountain named in their honor can probably be counted on the fingers of one hand.

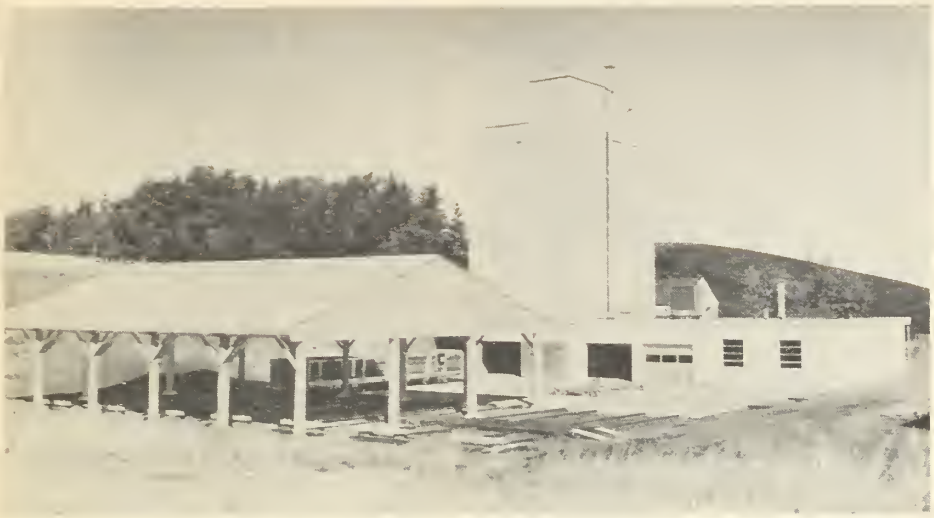
Dr. Matthew Brennan, Chief of Conservation Education in the Forest Service, has this distinction. His unique namesake is a towering mass of snow and ice at the south end of the world, in Antarctica.

Word of the naming of Mount Brennan reached Dr. Brennan recently from the U.S. Board on Geographic Names. Although he has never set foot on the mountain which bears his name, Dr. Brennan has flown over it and recalls the experience with pleasure.

Dr. Brennan was chief scientist at Ellsworth Station, Antarctia, during the International Geophysical Year, 1957–58, where he directed the most isolated and second largest Antarctic program. This included planning and logistics for the longest traverse expedition of the IGY, more than 1,500 miles over previously unexplored territory.

Before he came to the Forest Service 3 years ago, Dr. Brennan was science specialist in the U.S. Office of Education. He has been professor of biology at several universities, including Brown, Columbia, and Rutgers. This month, Dr. Brennan begins a new phase of his Forest Service career. He goes to Milford, Pa., as director of the Pinchot Institute for Conservation Studies at Grey Towers—the Gifford Pinchot estate. The institute, which was dedicated by President John F. Kennedy last September, is a Forest Service cooperative program wth the Conservation Foundation.

Dr. Brennan is a native of Litchfield, Conn. He holds an A.B. degree from Brown University, an M.S. and Ed. D. degrees from Columbia University, and a graduate diploma in meteorology from the Massachusetts Institute of Technology.



New Palouse Conservation Field Station, Pullman, Wash. This ARS soil erosion research laboratory was dedicated May 26. The main feature is the 55-foot tall raintower in the center. Here artificial rain falls on soil plots rolled in on specially built flatcars which may be tilted to simulate the steep land of the Palouse area. Rain can be applied in varying amounts, intensities and temperature. Refrigeration equipment for freezing the soil plots in the cars from the top down and provision for thawing frozen soil are included in the raintower. Research at this new laboratory is expected to come up with some of the answers to erosion problems which confront farmers of this and similar areas.

Dr. Ronningen heads OPEDA

The Organization of Professional Employees of the Department of Agriculture (OPEDA) has elected Dr. Thomas S. Ronningen, of the Department's Cooperative State Research Service, as president of the 7000-member organization. He succeeds Gordon D. Fox, of the Forest Service.

Other officers elected were: William W. Pate, ARS, executive vice president; Earl R. Glover, AMS, economic vice president; George R. Phillips, SCS, professional vice president; Judd M. Hudson, FHA, public service vice president; and Beulah E. Watson, OMS, secretary-treasurer.

Eight others were elected to the organization's board of directors: John W. Barnard, SCS; Charles E. Burkhead, SRS; Joseph D. Cummings, OGC; C. B. Gilliland, RAD; Bernice M. Hornbeck, FAS; Job K. Savage, FCS; H. Rex Thomas, ARS; and Arthur W. True, ERS. Also serving on the board is Mr. Fox, immediate past president.

Knoxville USDA Club

Conservation's role in serving all the people of the country and not just the farmers was emphasized by Donald A. Williams, SCS Administrator, in an address at the June meeting of the Knoxville (Tenn.) USDA Club. He pointed out that in the minds of many people our conservation programs are associated only with the production of food.

Alsop Award to USDA chemist

Dr. Edward F. Mellon, USDA chemist, is this year's winner of the Alsop Award, the highest award of the American Leather Chemists Association. He was presented with a gold watch with a leather wrist strap in ceremonies at the association's annual meeting at Lake Placid, N.Y.

Dr. Mellon

The award recognizes his basic research on hide structure at the ARS Eastern Utilization Research Laboratory at Wyndmoor, Pa. He is the fifth USDA scientist to win the Alsop Award, which has been given annually since 1939 to a member of the association for outstanding accomplishments of a scientific or practical nature.

Other USDA winners were Ralph W. Frey, 1942; Jerome S. Rogers, 1955; Dr. Edward M. Filachione, 1960; and Dr. Wallace Windrus, 1961.

Agricultural Attaché to Yugoslavia

Clyde R. Keaton, a native of Sneedville, Tenn., is the new Agricultural Attaché in Belgrade, Yugoslavia. He has succeeded Armin J. Rehling, who has been reassigned to FAS in Washington.

Mr. Keaton had been an Assistant Agricultural Attaché in Tokyo, Japan.

New policy to aid handicapped

WITH EMPHASIS on "abilities" and not "disabilities," President Lyndon B. Johnson has issued a new call to Federal agencies "to show the Nation what can be done to make fuller use of the abilities of handicapped Americans."

The President announced issuance of a new policy statement to agencies in his remarks at the annual Washington meeting of the President's Committee on Employment of the Handicapped.

The new policy defines the handicapped as including:

- The qualified mentally retarded, who perform well some of the simpler tasks that must be done in any large organization.
- The mentally restored, whose only handicap is that they once were ill.
- The physically impaired, who are not thereby occupationally disabled.

"We can make this extra effort without creating extra jobs especially for the handicapped—without impairing the merit system—and without compromising the quality or efficiency of our work force. In fact, I believe we will add to the efficiency of the Government," the President said.

"I am convinced that it is morally right—socially just—economically sensible—and administratively feasible to open the door of employment to handicapped but job-qualified Americans," he continued. "An enlightened Government can—and will—and must lead the way."

The new policy statement calls for full cooperation of employing agencies, periodic review of agency accomplishments by agency heads, and reports of results to the President by the Civil Service Commission as coordinator of the Federal employment effort.

USDA was one of the first Federal departments to respond to this call by signing an agreement with CSC to hire qualified mentally retarded persons. Already the Department has hired 12 in the Washington area. Only two other Departments, HEW and Treasury with 14 each, are ahead. Eight of those in USDA have been hired by ARS to work on the farm at Beltsville. The Office of the Inspector General has two, FHA and Office of Personnel one each.

Last year, farmers and their cooperatives borrowed $5.6 billion from the Farm Credit System, which is under the supervision of the Farm Credit Administration.

Food for Peace

ALICIA VILCHE, a 6-year-old girl in Santiago, Chile, who spent the first years of her life in a one-room shack, now sits down to a hot breakfast every day because 10 years ago Congress passed the "Agricultural Trade Development and Assistance Act."

Generally known as Public Law 480, the law provides authority for the *Food for Peace* program which is feeding children, improving the health of people, furnishing disaster relief, expanding markets for U.S. farm products and strengthening the cause of freedom the world over.

Food for Peace feeds hungry people in 110 countries. About 100 million needy mothers, children, families, disaster victims, and people in hospitals receive American food through their governments and private U.S. relief agencies—such as CARE, Catholic Relief Services, Church World Service, etc.

Alicia is only one of 10 million children who receive U.S. food daily through Operation Ninos, the expanded child feeding program in Latin America.

Public Law 480 provides that U.S. farm products may be sold for foreign currencies and that in turn these currencies may be used to fight disease, educate people, expand the economy and otherwise help needy people.

Ten years ago malaria was widespread in India, with 75 million cases reported. Food for Peace money has helped to pay for a national health program that reduced the incidence of malaria by almost 100 percent.

An example of disaster relief is the dispatch with which U.S. food was moved to the earthquake victims of Skopje, Yugoslavia.

In many countries, there has been a shift from relief feeding to food-for-work and other "self-help" community programs. Using food as partial payment of wages for workers on community projects exemplifies the program's search for new ideas.

In Korea, refugees from the Communist North are working to build irrigation facilities to reclaim marginal agricultural land so they can farm the land. They receive part of their pay in food from the United States. Food-for-work projects give people incentive to work together in building schools and other projects, and are feeding about 5 million people in 22 countries.

Don't be a LITTERBUG

Dr. George W. Irving,
Associate Administrator, ARS

Can you top this?

Another challenger to Francis R. Mangham's record of 16 years without a day of sick leave is Dwight A. Hester, of the Denver Regional Office of the U.S. Forest Service. In his 30 years of Government service, he has yet to take a full day's sick leave. Any leave taken has been a few hours at a time for dental work or physical examinations.

Mr. Hester is branch chief of forest pest control in the timber management division of FS. Reasons for his unusual record are quite simple, he says. He has not been sick, nor has he been hurt. "I've acquired a few sore spots when unseated by a horse," he adds. "My work has required more than the average amount of driving trucks, pickups and four-wheel-drive equipment, as well as standard cars, but I have never been involved in an accident."

Most of his time in Government service has been spent as a forest ranger, where exercise in large doses comes with the job. On his present assignment he doesn't get as much, but in his spare time he bowls, swims, shoots clay pigeons, and tinkers in a home work shop.

Mr. Hester said, "unfortunately I cannot convince myself I need calisthenics. I eat what I want, but in moderation. My weight is the same as when I wrestled in college." He admits, however, to an increase of 1 inch in waist size in the past 30 years.

ARS Associate Administrator

WIDE EXPERIENCE in the field of biochemistry and in the administration of USDA research and regulatory programs qualify Dr. George W. Irving for his new post as Associate Administrator of the Agricultural Research Service. He succeeds Dr. M. R. Clarkson who is retiring.

In his new post, Dr. Irving shares with Dr. Byron T. Shaw, Administrator, the broad authority and responsibility for administering ARS research and regulatory activities. He has been serving as Deputy Administrator for nutrition, consumer and industrial-use research.

Dr. Irving was born November 20, 1910, in Caribou, Maine. He received a B.S. degree in chemistry and M.A. and Ph. D. degrees in biochemistry from George Washington University, Washington, D.C.

His career in USDA began in 1928 when he accepted a job as a laboratory assistant in the old Bureau of Chemistry, after spending a year in a similar position with the National Bureau of Standards. In 1935, he became a junior chemist in the Bureau of Entomology and Plant Quarantine. In 1936, he left USDA to work as a research fellow in biochemistry at the George Washington University School of Medicine, and at the Cornell University College of Medicine, and as an assistant in chemistry at the Rockefeller Institute for Medical Research.

Dr. Irving returned to the Department in 1942 as chief of the protein section of the Southern Regional Research Laboratory, New Orleans, La. He held positions of increasing responsibility in the Bureau of Agricultural and Industrial Chemistry and became assistant chief in 1947. In January 1954, he became chief of the biological sciences branch of AMS. The following October he was named Deputy Administrator of ARS.

If yo think yo are not important, look at what happens when yo are left o t.

July 15, 1964 Vol. XXIII, No. 15

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USDA

Employee News Bulletin

FOR AUGUST 12, 1964

ARS Deputy Administrator

DR. FREDERIC R. SENTI, recognized as one of the Nation's leading carbohydrate chemists, has succeeded Dr. George W. Irving as Deputy Administrator of ARS with responsibility for nutrition, consumer and industrial use research. Dr. Irving was recently promoted to Associate Administrator of ARS.

Before accepting his new position, Dr. Senti served as Director of the Department's Utilization Research Laboratory at Peoria, Ill. There he had been responsible for research on cereals, oilseeds and industrial crops since 1959.

Dr. Senti is a native of Cawker City, Kans. He received his B.S. and M.S. degrees from Kansas State University. After obtaining a Ph. D. in physical chemistry in 1939, he remained there as a Grafflin Fellow in chemistry conducting research on the structure of proteins.

Dr. Senti

His career in the Department began in 1941, when he joined the staff at the ARS Utilization Research Laboratory at Wyndmoor, Pa. Seven years later he transferred to the Peoria laboratory as head of analytical and physical chemical research. He became chief of the cereal crops research there in 1954 and was named Director in 1959.

Dr. Senti has received many awards for scientific accomplishments. This year he was a member of the team that received USDA's *Dintinguished Service Unit Award* for research leading to the production of dialdehyde starch from cereals and its use in making wet-strength paper. Last year, he was cited for distinguished professional achievement by his alma mater, Kansas State University, during its centennial celebration as a land-grant institution.

In 1956, Dr. Senti received the Department's *Superior Service Award* for his leadership and scientific attainment in research on constituents of agricultural commodities. In 1955, he was one of the leaders of a research team that received a *Distinguished Service Award* for perfecting dextran as a blood volume expander. In 1952, he was a member of a team that received a *Superior Service Award* for research on soybean oil flavor stability, which led to commercial practices for improving edible soybean oil.

Figures on farm income

How much money do farmers make?

According to "Farm Costs and Returns," a recent Economic Research Service 93-page report:

Net farm income in 1963 on 40 important types of commercial farms in 23 major farming areas in the United States ranged from $743 a year on broiler farms in Georgia to $96,397 on large cotton-general crop farms in California. Total net income per farm averaged $3,580 a year.

Total net farm income—including net change in inventory—for all farms in the United States was $12.8 billion in 1963, down nearly 4 percent from a year earlier. Realized gross farm income in 1963, at $41.1 billion, exceeded the previous record high of $40.8 billion in 1962.

Farm production expenses totaled $28.8 billion in 1963—up about $60 million from the preceding year. Farmers paid higher prices than in 1962 for feed, seeds, motor vehicles, farm machinery and equipment. Prices were lower for feeder livestock and fertilizer.

Production per farm on the average was 34 percent higher in 1963 than in the 1951–60 period.

The total number of farms has declined nearly 10 percent since 1960.

As I See It

"WHAT," SAYS the man in New York City, "is rural areas development?"

Rural Areas Development, my friend, is a clean modest house in a small town or on a farm. It is a bathroom, a solid porch floor, a telephone, electric lights, clean babies, healthy and not too tired mothers. It is a father with pride in what he did yesterday and anticipation of what he will do tomorrow.

Dr. Mace

It is a modest savings account, a reliable automobile, clean fence rows, fertile land, sleek cows, terraces to hold back the rushing water when it rains, bright new factories, workers in starched uniforms, towns with smooth streets, with curbs, with sidewalks, with sewage systems, water supplies, swimming pools, libraries, hospitals.

It is boys and girls at universities and colleges. It is campsites and golf courses. It is ski lifts and horses to ride. It is pride in our own prosperity and compassion for the poor. It is people working together. It is partnership with government—local, State and Federal.

It is a home for grandma. It is a doctor that we respect. It is hard work. It is a decent income. It is a civic responsibility. It is an individual satisfaction. It is good books. It is learning how to do new things.

It is the redwoods of California and the sycamores along the Wabash. It is trade. It is commerce. It is industry.

Yes, rural areas development is an opportunity for reasonable income and a decent living in decent surroundings. It produces people who are industrious, with a feeling of well-being and a pride in what they have done.

—A. T. MACE, *Director, Office of Rural Areas Development.*

About 1.5 million farms and homes, including community, commercial, and industrial establishments are being served by REA-financed telephone facilities. Seventy-five percent of our farms now have telephones.

739-751 c43—64

Little Delphine Crook, age 4, accepts a flax plant from C. S. Slater, staff member at the ARS Agricultural Research Center, during the "Widening Horizons" tour of Beltsville and the National Arboretum sponsored by the Department of Agriculture recently. Over 400 junior and senior high school students took the tour. Mrs. John A. Baker, wife of Assistant Secretary Baker, served as coordinator of the tour, and wives of USDA officials served as hostesses. Delphine's mother, Mrs. Edgar Crook—standing immediately behind her daughter—assisted with the tour. "Widening Horizons" was founded in 1962 as a summer program to encourage students in the Washington, D.C., area to enrich their vacation period by studying career opportunities and exploring cultural and educational resources.

Sound as an insecticide

Several years ago someone wrote to USDA's Office of Information wanting to know "Is there a musical record on the market that attracts mosquitoes and kills them?"

At that time, this query was thought to be unusual and the reply was that no such record was known.

Today, however, USDA scientists are investigating the use of amplified sound as a non-chemical means of controlling insects that attack grain and other farm products in storage.

Robert Kirkpatrick, an entomologist at the AMS Stored-Product Insects Laboratory at Savannah, Ga., noticed that amplified sound waves seemed to keep flies and mosquitoes away from his backyard patio. He decided to test the effect of sound on common pests of stored foods.

Indian-meal moths, a common pest of stored foods, were placed in a small chamber in which two radio loudspeakers faced each other. The speakers provided a continuous low hum, barely audible to the human ear.

The moths were exposed to the sound waves for 4 days while they were laying eggs. Only about one-fourth as many moths developed from these eggs as developed from eggs laid by moths not exposed to sound. Those that did develop took longer to become adults, and of them nearly half died the first day.

AMS scientists now feel that the use of sound holds considerable promise as a non-chemical method of controlling insects that attack stored farm products.

We still don't know of a record that will attract and kill mosquitoes, but we may have made a start.

More training okayed

The U.S. Department of Agriculture may now train its scientists and engineers in non-Government facilities for as long as 2 years in a decade of civilian Government service without prior approval of the Civil Service Commission.

Previously, the rule was 1 year in 10.

The Civil Service Commission will consider, as promptly as possible, requests for additional waivers which Federal departments feel are justified.

Record crop insurance coverage

FEDERAL CROP insurance now protects farmers in 1,187 counties in 36 States, according to John H. Luft, Manager of the Federal Crop Insurance Corporation. A record $600 million of farm crop production investments are protected—the highest in the history of the program, a 20 percent increase over 1963.

Sixteen million acres are now insured against production cost losses from natural hazards, 3 million acres more than for the 1963 crop year.

Federal crop insurance is a voluntary, self-help service offering farmers protection of crop investments against loss from all natural hazards to most of the 22 crops on which insurance is available. Some specialty crops—such as citrus, raisins, cherries and peaches—are insured only against loss from particular causes such as freeze and wind damage.

The service operates like any other insurance plan, with farmers paying yearly premiums based on local crop production and loss history, and with payments for loss being paid from this premium fund.

For example, the premium payment of a Nebraska wheat farmer who had a good crop may go to help pay for the crop investment loss of a North Carolina peach grower whose grove was damaged by freeze. The next year it may be just the other way around.

"This is a cooperative program," said Manager Luft. "It helps growers take a businesslike approach to the problem of protecting their capital investments, their credit and their community economic strength. When crop damage hits an area, it hurts everyone for miles around—merchants, equipment dealers, bankers—every business and profession feels the loss. There are ghost towns in this country caused by area wide crop losses from drought and other natural hazards.

"In 1963, 45,000 loss claims for $23 million were paid. Federal crop insurance is meant to put money back into a community when weather, insects or disease wiped out the area's major source of income. In the Nation's fight against poverty, Federal crop insurance stands as a shield to prevent poverty. Thus, the higher the percentage of insured farmers in each county, the greater the protection of the economic stability of the area, the State and the Nation."

SCD Supervisors

SINCE THE first soil and water conservation district was organized on Brown Creek in Anson County, N.C., in 1937, nearly 3,000 districts have been established. Today, 95 percent of the farms and ranches in the United States are in such districts.

But soil and water conservation districts are people—not just an idea or a program. The most important people are the district supervisors—commissioners or directors as they are called in some States.

These supervisors govern the districts. There are now nearly 15,000 of them—all citizens of the districts they serve and usually farmers or ranchers. They are chosen by their neighbors and they work without salary and with little praise. Frequently they pay their own travel and subsistence expenses in managing district affairs.

Soil and water conservation districts are created by local people under authority of State law. The districts are financed by State and county appropriations, by money earned by the districts, and by contributions from private sources. Districts are units of State government.

District supervisors, however, have the authority to enter into formal agreements with Federal, State, and private agencies. The U.S. Department of Agriculture has an "understanding" with each board of supervisors after the board has prepared its district program and requested Department assistance. These "understandings" provide for technical assistance from the Soil Conservation Service and the help of other Department agencies.

Each board of supervisors is responsible for soil and water conservation within its district. In addition to deciding on a district program, and planning and arranging for assistance to put the program nto effect, they are responsible for making cooperative agreements with farmers and ranchers; seeing that soil surveys needed for sound technical work are made; making the best use of available funds; establishing practical work priorities; cooperating in adopting practices and rates for cost sharing in applying needed conservation; acquainting land owners and operators with sources of credit; and informing all people of the soil and water conservation problems in the district.

More than 95 percent of the small watershed programs authorized for Federal assistance under the Watershed Protection and Flood Prevention Act are sponsored or cosponsored by these districts.

—NORMAN SCHMEICHEL, *SCS Work Unit, Conservationist, Manitowoc, Wis.*

Dr. Floyd DeEds, ARS

USDA Yearbooks, best-sellers

The Superintendent of Documents, salesman for Government publications, reports that up to July 1, 1964, he sold 649,347 copies of the 15 Yearbooks of Agriculture published since 1948. His total income from those volumes was $1,600,909.75—a sizable share of the cost of producing them.

Among the leaders were *Trees*, the 1949 Yearbook—100,893 copies; *Insects*, 1952—73,414 copies; and *Food*, 1959—75,564 copies. All told, about 3,750,000 copies of the Yearbooks were distributed by Members of Congress and the Department.

All the books remain in active demand. Sales in the past year included: 6,740 copies of *Trees*, 4,009 copies of *Water*, 1955, 4,943 copies of *Soil*, 1957, and 4,010 copies of *Seeds*, 1961. The 1963 Yearbook, *A Place to Live*, sold 15,833 copies in the first 9 months after publication.

The average sale of the 15 volumes was 43,288 copies. That means they are truly best-sellers by any standard, for a publishers' rule of thumb is that any book that sells more than 5,000 copies is doing all right.

For Distinguished Service

CREATIVE research won one of this year's eight USDA *Distinguished Service Awards* for Dr. Floyd DeEds, pharmacologist at the Agricultural Research Service's Albany, Calif., Utilization Research Laboratory:

> For distinguished research leadership in the science of pharmacology, toxicology, and biochemistry, resulting in important advances in understanding of metabolic processes and significant contributions to agriculture and the Nation.

Dr. DeEds has earned worldwide recognitions as an agricultural scientist in the varied fields of toxicology, pharmacology, and biochemistry. He has published 170 articles in medical and other scientific journals.

In 1949, Dr. DeEds and his group at Albany discovered cancer-producing properties of a chemical—acetaminofluorene—now widely used in cancer research. He has also made important contributions to determining the safety of chemical additives used to improve the quality of farm commodities. For many years, he has been a principal expert of ARS in evaluating health hazards of chemical additives in food.

Dr. DeEds began his USDA career in 1931 as a toxicologist in the Bureau of Chemistry and Soils. He has been with the Department ever since, serving in progressively important assignments.

Before coming to USDA, Dr. DeEds had been a pharmacologist with the U.S. Public Health Service and had taught pharmacology at the medical schools of Stanford, Harvard, and Western Reserve Universities.

He is native of Liverpool, Ohio. He received a B.A. degree from Adelbert College, Cleveland, Ohio, an M.A. from Western Reserve University's Medical School, Cleveland, and a Ph. D. from Stanford University School of Medicine, Stanford, Calif.

Field Safety Councils

Under the direction of the Federal Safety Council, approximately 100 Field Councils are actively engaged in accident prevention work. Four of the chairmen of these Field Councils are USDA employees. They are:

Gary M. White, Boise, Idaho; Kenneth K. Smallwood, Roanoke, Va.; and Donald H. Ferguson, Duluth, Minn.; all of the U.S. Forest Service; and Robert J. Lowry, ASCS, East Lansing, Mich.

This is the millionth aerial photograph printed by the Eastern Aerial Photography Laboratory, Asheville, N.C. This milestone was achieved after 2 years of operations. In addition to praise for its production record, the laboratory was also commended by ASCS management for its operating efficiency. New savings of $175,000 per year have been made. Admiring the photograph are (left to right): Earl W. Eller, Mayor of Asheville; Charles M. Cox, Assistant Deputy Administrator, ASCS; James F. Davis, laboratory chief; and Joseph W. Clifton, director, aerial photography division, ASCS.

New AAACE officers

AT THE HELM as new president of the American Association of Agricultural College Editors is Arkansas' extension editor David E. Ryker of Little Rock. He assumed his new responsibilities at the 48th Annual AAACE Meeting at Las Cruces, N. Mex. As president-elect he succeeded Dr. Bryant E. Kearl, who recently resigned as head of the Department of Agricultural Journalism at the University of Wisconsin to accept an assignment to the University of East Africa in Kampala, Uganda.

This year's president-elect, chosen at the Las Cruces meeting, is K. Robert Kern, extension editor at Iowa State University. C. A. "Al" Bond, extension editor at Washington State University, was elected vice president.

Three new directors were elected as follows: Eastern Region—Foster Mullenax, West Virginia state extension radio and TV editor; Western Region—Ralph Salisbury, extension publication specialist, Oregon State University; Region 6, Associate Members—Carroll Streeter, well-known farm journalist.

The coveted Reuben Brigham Award this year went to F. E. "Gene" Charles, editor of the John Deere "Furrow," and former USDA employee. This award is for outstanding contributions to agriculture by a person outside USDA or our land-grant colleges or universities.

Victor R. Stephen, assistant extension editor, University of Illinois, received this year's National Plant Food Institute $500 Award as the agricultural editor showing the greatest professional improvement during the year. He also received a $25 bond for the best exhibit at the Las Cruces meeting.

The Farm Film Foundation $500 Award went to L. W. Riley, visual education editor, Clemson University, for his European-made film "One Ocean Away."

Gene S. Moody, associate editor of the Extension Service at the Virginia Polytechnic Institute, Blacksburg, received a $25 bond for the best story submitted to the AAACE magazine.

Pioneer Awards were presented to Douglas O. Wardwell, extension radio and TV editor at the University of Connecticut; Mrs. Jean Gutierres, extension specialist in training and communications, University of Hawaii; Thomas M. Byrd, extension associate news editor, University of North Carolina; H. Dean Nosker, assistant extension editor, University of Illinois; and Jon F. Greeneisen, in charge of information for the International Agricultural Development Service in USDA.

Next year's AAACE meeting will be held at Rutgers University, New Brunswick, N.J. The University of Georgia at Athens has been selected for the 1966 meeting.

By the way

WHO AM I?

Better take care of me—good care.

Perhaps at times you don't think too much of me. But if you were to wake up some morning and realize I'd flown the coop, you'd start the day with an uneasy feeling, to say the least.

From me you get food, clothing, shelter. And I go a long way toward keeping you healthy. I also provide the luxuries you enjoy and make possible much of your entertainment and recreation. Without me your children would have tough sledding. What's more, I'll get you the sleekest auto, the most flattering clothes, the best steak in town with all the trimmings.

But I'm exacting. I'm jealous too. Sometimes you seem completely unconcerned about me. In fact, at times you make slighting remarks about me and even mistreat me. And considering the fact that you need me not only for the material things of life, but spiritually as well, I often wonder why you neglect me so.

What if I were to leave you high and dry? Your happiness would be seriously jeopardized. Your friends would worry about you—and so would your creditors. And your bank account would shrivel like a prune.

So, after all, I'm pretty important to you—and your family. That's why you should cherish me. Take good care of me, and I'll take good care of you.

I'm your job.

Some 96,000 pieces of equipment valued at more than $1 billion use an estimated $41 million worth of fuel, oil, grease and tires in installing soil and water conservation practices on the Nation's farm and ranch lands each year.

The Federal Service can benefit as much from many small improvements as from a few major ones. Suggest and Save!

August 12, 1964 Vol. XXIII, No. 17

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USDA
Employee News Bulletin

FOR AUGUST 26, 1964

As I See It

"CAN WE PUSH U.S. agricultural exports still higher?"

That question has been asked many times recently. It arises from the fact that our fiscal year 1964 farm produce exports of $6.1 billion—$4.6 billion of which was sales for dollars—reached a new record by a very wide margin.

I have worked in the agricultural export field a long time. I have seen export volume low, and I have seen it high. This year's performance was truly outstanding.

But I have every confidence that new export records can and will be set. The trend is still upward.

A key factor in our favor is the diet-upgrading now taking place in millions of foreign homes. Payrolls are at record high levels in the industrialized countries and consumers are spending more of their money for food. We are benefiting.

Mr. Ioanes

Increased foreign consumption of meat, poultry, eggs, and dairy products has greatly stimulated U.S. exports of corn, barley, sorghum grain, soybeans, and other feeds. Foreign farmers are expanding herds and flocks to meet the demand for animal proteins. But to do it, they must import feedstuffs—much of it from us. Diet improvement abroad has meant stepped-up exports of many other products.

About 40 percent of our agricultural shipments these days consist of feed grains, soybeans and products, poultry, fruits, vegetables, and rice, compared with only 10 percent 25 years ago. Expanding exports of these new commodities, plus continued heavy shipments of such staples as cotton, tobacco, and wheat, explain in part our new export records.

Horace D. Godfrey
ASCS Administrator

We are getting commercial export benefits from the economic uplift taking place in some of the less developed countries. The Food for Peace program has been and should continue to be a vital factor in this growth.

But there are other factors in the upward trend. Our U.S. export programs are designed to gain maximum benefits from the favorable foreign demand situation. We are pricing our commodities competitively. In our market development activities, we are making a broad-scale effort to call attention of foreign buyers to the wide variety and high quality of our farm products.

We are engaged now in fundamental discussions in the current trade negotia-

(Continued on Page 2)

For Distinguished Service

THE "FARM PROBLEM" is partly a public relations problem, says Horace D. Godfrey, ". . . the failure of farmers and their organizations to make better understood the unique contributions of U.S. agriculture and the family farming system."

Mr. Godfrey's belief in the importance of the family farm has been a basic part of his philosophy during 30 years of farm program administration. For his leadership and skill in this work, he was chosen as one of eight to receive this year's USDA *Distinguished Service Award:*

> For distinguished leadership in the development and operation of major programs affecting farm income and conservation, and for outstanding skill in administration resulting in increased efficiency and economy.

Since January 1961, Mr. Godfrey has served as Administrator of ASCS and its predecessor agency. During this period, he has had a key role in shaping programs which increased farm income and brought wider participation in conservation of land and water on individual farms. These results have been accomplished with reduced manpower and money.

Mr. Godfrey has been engaged continuously in farm program administration since 1934 except for 3 years in the Air Force during World War II. Starting as a field officer with the Agricultural Adjustment Administration in the mid-thirties, he held increasingly responsible administrative positions in the North Carolina State Office of AAA and its successor agencies. He was State Administrative Officer in North Carolina from 1949 to 1961.

In addition to serving as Administrator of the ASC Service, Mr. Godfrey is executive vice president and a member of the board of directors of the Commodity Credit Corporation. He is chairman of these committees: the Advisory Committee on Cotton, the National Tobacco Industry Advisory Committee, and the Stabilization Advisory Committee on Peanuts. He is a member of the board of directors of the Federal Crop Insurance Corporation and a member of USDA's International Agricultural Development Committee.

At a meeting in Frankfurt, Germany, this year, he was named chairman of the Standing Committee of the International Cotton Advisory Committee.

He is a native of Waxhaw, Union County, N.C. He is married and has three children.

741-129 C45—64

USDA Graduate School

Registration for the 1964 fall semester of evening courses in the USDA Graduate School will begin September 9 and continue through September 12. Classes will begin Monday, September 14 and end the week of Monday, January 11. Tuition in general is $14 for each semester hour.

The Graduate School, founded in 1921, is designed to provide Federal employees in the Washington, D.C., area with an opportunity to complete high school and college courses and to further their studies in graduate work. While no degrees are granted, credit may be earned toward degrees in other institutions, where such arrangements are made ahead of time.

Courses are given in such fields as biological sciences, languages and literature, mathematics and statistics, data processing, office techniques and operations, physical sciences, public administration, social sciences, and technology.

Information pertaining to courses offered, fees, terms, textbooks, etc., may be obtained from the Graduate School office in room 1031 South Agriculture Building or by calling extension 6337—Federal code 111 or exchange DU-8.

Correspondence courses are available for field employees and information may be obtained by writing to the Registrar, USDA Graduate School, U.S. Department of Agriculture, Washington, D.C., 20250.

Plentiful foods

USDA's September list:

Plentifuls include beef, late summer vegetables, broiler-fryers, fresh Italian prunes (purple plums).

This year's Farm-City Week will be November 20–26.

(Continued from Page 1)

tions regarding further liberalization of agricultural trade. The exercise is taking time. There are extremely difficult hurdles to be surmounted. But I am optimistic; I believe that we will succeed.

Consumers in other nations want our farm products—and we want to sell. Trade is bound to flourish in such an economic climate. Agricultural exports of $6.1 billion are at a high peak, but it is a peak that will be exceeded—and before too long.

—Raymond A. Ioanes,
Administrator,
Foreign Agricultural Service.

War on fog declared

THE DEPARTMENT is taking fresh steps in an age-old battle for good writing. Administrative Assistant Secretary Joseph M. Robertson has asked agency heads to give their personal support to a drive to improve writing throughout USDA. The Office of Plant and Operations is spearheading the drive.

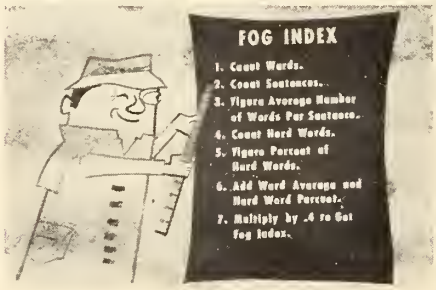
What is bad about our writing? "Too much of it is hard to read and understand," says Mr. Robertson. "We need more plain writing, with shorter sentences and simpler words. In other words, cut out the flowery language; get the fodder down where the calf can reach it."

Writers are being encouraged to test their writing readability, using Robert Gunning's Fog Index formula. The index measures a piece of prose on the basis of the number of years of education needed to understand it, for easy reading. An index of 12 would mean the reader needs a high school education to understand it. It is recommended as a goal for departmental writing.

The fog index formula has been adapted for USDA use in Form 371, Fog Index Readability Appraisal. Its use is featured in Directives Improvement Workshops conducted by Office of Plant and Operations. Agencies have obtained 60,000 copies of the form from central supply section. Forest Service has adapted it for use on every new or revised headquarters directive.

Mr. Robertson often uses the fog index to check his judgment on a piece of writing. When he does, the writing improvement effort takes on steam. He said, "We are going to fog index the letters prepared for signature in the Office of the Secretary, and we are going to publish the results. I think this is a good place to start improving our writing." The first results of this testing are shown in this issue of *USDA*. Other test results will be published in future issues.

Note: The above article has a fog index of 9.



FOG INDEX BOX SCORE

Agency	(1)	(2)	(3)
AMS	18	15	18
ARS	18	17	16
ASCS	16	17	17
BF	17	17	15
CEA	--	16	20
CSRS	--	13	--
ERS	--	14	17
FCS	17	13	16
FHA	16	14	16
FCIC	18	16	--
FES	17	10	16
FAS	19	14	17
FS	19	13	14
OGC	21	17	21
INF	18	11	15
OIG	20	15	14
IADS	--	--	14
MASD	19	15	--
OMS	15	13	14
NAL	18	14	--
OP	22	15	14
P&O	14	15	12
RAD	--	16	14
REA	18	16	18
SEC	17	--	14
SCS	18	17	19
SRS	--	14	17
Average	17	15	15

(1) Agency directives.
(2) Agency letters.
(3) Secretary's letters.

	Fog Index	*Reading level by grade*
	17	College graduate
Danger Line	13	College freshman
Easy-Reading	9	High-school freshman
	8	Eighth grade
	6	Sixth grade

Robert W. Cherry, former milk market administrator for the Southeastern New England Area, has been transferred to Washington, D.C., as the new chief of the cooperative qualification branch, milk marketing division of AMS. Mr. Cherry has had nearly 30 years experience in the administration of milk marketing orders.

My job

I AM Mollie J. Iler, a secretary in the office of the agricultural attaché in Rome, Italy. Here in Rome, one of our larger posts, we have 12 employees—6 Americans and 6 Italians. Small though this may seem, the variety of our work is quite broad.

There is the seemingly endless number of visitors whose business requires anything from a minute to a month. This frequently is fun, although trying to find hotel rooms in the height of the tourist season for unannounced arrivals can be rather frustrating.

Our agricultural attaches have been called "the eyes and ears of the American farmer abroad." We foreign secretaries asigned to the office of these "eyes and ears" have an interesting time during our service abroad.

Here in Rome there's this job of keeping up with the European Common Market happenings—no small task for our officer. There's the continuing job of reporting on the various crops of this country as well as the general agricultural policy and situation. Then there's our work with the six U.S. market development organizations with offices in Italy and another which operates out of San Francisco. And there are the trade fairs.

From time to time there are official functions to be arranged, complete with guest lists and invitations. I'll always remember the time I dashed madly around the embassy trying to find a bottle of black ink for writing invitations after the protocol officer informed me that etiquette demanded black rather than blue ink.

With the U.N. Food and Agriculture Organization headquartered here, the attaché also has the title of associate FAO liaison office. There is quite a bit of activity in this area, including working with U.S. delegations to FAO conferences.

In the course of helping our attaché here, I wear many hats. I am a secretary receptionist, travel agent, automatic reminder and general all-round girl Friday. When I stop to think that in doing all this I am helping him to find markets for U.S. crops and to strengthen American agriculture and improve the image of my country abroad, I am proud and happy to have the opportunity to serve her.

Rome is one of the best posts in the world. In one of the world's great capitals we are in the center of events and at the crossroads of world travel.

Miss Mollie J. Iler, FAS

New director for land use

John B. Vance, former director of the Southeast Area, is the new director of the conservation and land use division of the Agricultural Stabilization and Conservation Service.

In his new position, he is in charge of the agricultural conservation program, emergency ACP, cropland conversion and remaining contracts of the conservation reserve program.

Mr. Vance brings to his new job 25 years of out-in-the-field, on-the firing-line experience. Starting in the early 1930's as a reporter measuring cropland under the old AAA in Wilson County, Tennessee, he went on to become office manager, then chairman of the county committee.

Later he moved to Virginia where he joined the staff of the Virginia State ASC Committee as farmer-fieldman before being called into State headquarters in Richmond as chief programs specialist. From February 1961 until his recent promotion, he was director of the Southeast Area of ASCS with headquarters in Washington, D.C.

Handicapped among best

Handicapped employees are highly productive, safer on the job than most workers, conscientious, seldom absent from work, and extremely reliable.

The record shows that handicapped workers, placed on jobs which use the abilities they have, are among the Nation's best workers. It's ability that counts—not disability.

Employee Council

HENRY S. RODRIGUEZ, AMS, is the new chairman of the USDA Employee Council for the Washington, D.C.-Beltsville, Md., area. Lloyd C. Halvorson, CSRS, is vice chairman and Audrey T. Prue, NAL, secretary. The Council serves as an adviser to the Director of Personnel on matters of employee interest and welfare.

Members and alternates elected to serve for the current fiscal year are as follow:

AMS—Henry S. Rodriguez and Roy L. Alton
ARS—John A. Fluno and Glen Aument
ASCS—Roy Garren and Harry McManus
CEA—Frances B. Gardner and Weltha M. Bowers
CSRS—Lloyd C. Halvorson and Donald R. King
ERS—Juluis J. Csorba and Max Tharp
FCS—David R. Davidson and Thomas H. Camp
FHA—William O. Pherson and Mrs. Lennie F. Devlin
FCIC—Robert B. Gardner and Dorothy M. Taylor
FES—Ralph E. Groening and Helen Brock
FAS—Ralph E. Spencer and Vera P. Higuera
FS—Rachel L. Osborn and John H. Farrell
INF—Sherman Briscoe and William B. Dameron
NAL—Robert B. Poland and Audrey T. Prue
OGC—Karl H. Buschmann and J. Robert Franks
OIG—Richard J. Peer and Mrs. Carolyn W. White
OMS—Joseph A. Braxton and Marie C. Ciccone
Office of the Secretary—Perley M. Burnham and Daniel B. Childs
REA—Oscar M. Davis and Daniel E. Jones
SCS—H. James Ferris and Mardean R. Miller
SRS—Raymond M. Pallesen and Byron Bookhout
Ex Officio—James H. Fisher, ASCS
Office of Personnel Consultant—C. O. Henderson

Over 2 million farms throughout the country participate in the Agricultural Conservation Program each year.

Four States—New Hampshire, Maine, Rhode Island and Utah—have been declared brucellosis-free.

Combined Federal Campaign

SEPTEMBER 14 is the kickoff day for the Combined Federal Campaign, a governmentwide drive in the Washington, D.C., area for more than 150 local, national and international health, welfare and social service agencies.

The campaign ends October 30. It combines the formerly separate drives of the United Givers Fund (including the Red Cross), National Health Agencies, and International Services Agencies—previously Federal Service Joint Crusade. The combined drive is being held in the Washington area in response to widespread requests from employees and servicemen.

Employees will have their first opportunity to make contributions by payroll deductions. However, cash contribution or pledges may be given directly to the Combined Federal Campaign.

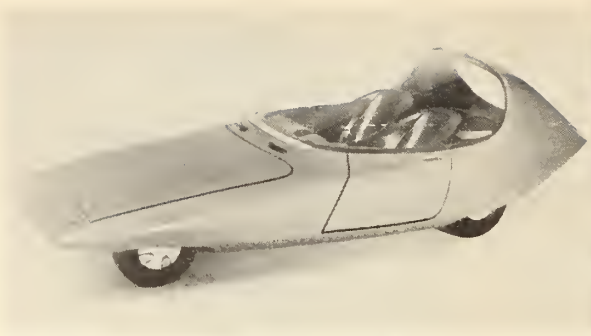
Employees also may designate which agencies represented by the three groups are to receive contributions. Undesignated cotnributions will be apportioned among the three groups on the basis of the percentage of funds each received in earlier, separate drives. Undesignated receipts will be distributed as follows: United Givers Fund, 79.7 percent; National Health Agencies, 12.7 percent; and International Service Agencies, 7.6 percent.

Total recipts of the three groups in the most recent separate drives in the National Capital area was $4,767,000. Of this amount, Department employees pledged $233,624.

Secretary Freeman is chairman; Edward P. Cliff, Forest Service Chief, vice chairman; and Charles F. Kiefer, Director, Office of Management Services, USDA Director of the Department campaign. Urging employee cooperation, Secretary Freeman said, "The worth of these annual humanitarian efforts has long since been established. Participating agencies are carefully screened. Combined drives will reduce administrative costs . . . Payroll deductions will spread the pledge payments.

"American citizenship is a precious heritage. When coupled with Government service, as it is for us, we are doubly privileged and can show our cooperation and willingness to carry our share of the load by prompt personal decisions to help with our personal pledges.

"I am counting on every employee to participate with me in answering this appeal."



Richard R. John and the sports car model which won him a first-prize of a $5,000 scholarship in a national contest sponsored by the Fisher Body Craftsman's Guild. Richard is the son of Walter W. John, deputy director of the AMS information division in Washington, D.C. More than 300 hours went into the designing and construction of this futuristic 16-inch model.

Charles F. Kiefer, OMS Director, has been named by Secretary Freeman as USDA Director of the 1964 Combined Federal Campaign in the Washington, D.C., area.

New SCS head in Louisiana

Joe B. Earle is the new State Conservationist for the Soil Conservation Service in Louisiana. He succeeded H. B. Martin, who is now field representative for the SCS administrator with headquarters in Fort Worth, Tex.

Mr. Earle had been serving as Assistant State Conservationist. He has been with SCS since 1941 serving in various posts in South Carolina. He was Assistant State Conservationist there from 1957 to 1961, when he was transferred to Louisiana.

He is a native of Central, S.C., and a graduate of Clemson College. He served 4 years in the Army during World War II and holds the rank of colonel in the infantry reserve.

USE PESTICIDES SAFELY—READ THE LABEL

Youth wins $5,000 scholarship

A 16-year-old Arlington, Va., youth, son of an AMS information official, recently won a $5,000 scholarship for his design of a sports car in a national contest sponsored by the Fisher Body Craftsman's Guild.

The first-prize award went to Richard R. John, son of Walter W. John, deputy director of the AMS information division in Washington. The boy is a junior at Yorktown High School in Arlington.

Richard, who had won state and regional first prizes for 3 years, went to the guild's Detroit convention hoping to win one of ten $1,000 scholarships.

He was surprised to take top honors in the 12 to 16 age group and to see his blue sports car model projected on a large screen at the convention.

Richard labored more than 300 hours to turn out the futuristic 16-inch wooden model, with a finished interior including bucket seats. First he designed a car on paper. He fashioned a clay model to scale, then carved out the wood model. It was the fourth consecutive year he had entered the national competition in which some 2,000 youngsters enter cars.

Developing an artistic sense at an early age, he did oil paintings at the age of 9 and once designed a coat of arms for his elementary school.

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USDA
Employee News Bulletin
FOR SEPTEMBER 9, 1964

As I See It

IF YOU GREW up in a large family, with money a little tight, you learned early that "necessity is the mother of invention." Only if you had the energy and capacity to exercise your imagination, ingenuity, and creative ability were you able to satisfy many of your everyday needs, plus some of those special yearnings all of us have. If you didn't, then you just did without.

Looking back, you realize now this wasn't a bane. Assessing your progress against that of some others—then in the same boat—you recognize it was a challenge.

Mr. Barnes

All of this is just to lay the groundwork for what I really want to say "as I see it."

Today, our Government—like a large economy - minded family—seeks to find within itself the same kind of imagination, ingenuity, and creativity to hold down the family" expenses.

The minute the word "economy" is mentioned, some employees become worriers and grumblers who, like the proverbial turtle, pull in their necks. They "sit back" and "sustain" their desks, jobs, etc. They do little more than keep their "in" and "out" boxes going. They develop no new ideas for greater efficiency or better service because they're afraid, if they do, economies might effect them adversely.

They shouldn't worry so much. In an economy wave, the really capable person's value is enhanced. The individual who sticks his neck out by figuring out new techniques, new devices, new shortcuts, etc., isn't the one who gets hit.

The creative person shines brighter in Government when a tight budget prevails, than ordinarily. Such a situation represents a challenge to this kind of person. It provides him with an environment where his imagination and ability for finding the "better way" to get a job done is more appreciated by management. He has a better opportunity to prove his ability to climb the career ladder.

There are many ways he goes about it. He looks at procedures to see if they are too complicated and offers something—equally effective or more so—simpler, less time-consuming and less costly. He looks at the office layout and suggests changes to make it function better. He looks at the scheduling of work and points out where man-hours can be saved.

He has the courage to question whether some things should be done at all.

He innovates. He improvises. He's like the boy who wanted a scooter wagon and didn't have the price. With some discarded boards and a pair of old skates he made one. Then he took a paper route and made enough money to buy himself the real thing.

Someone has said "a turtle only makes progress when he sticks his neck out." As I see it, any economy wave is an opportunity for employees who have it on the ball to do a little open field running towards the goal of not only progress for their agencies but for themselves as well.

—Carl B. Barnes,
Director of Personnel.

"I am confident that when the history of this period is finally written, the Food for Peace Program, made possible by Public Law 480, will be acclaimed as one of our top achievement. I can think of no similar effort in history that has done so much for so many people—both to those who give and those who receive."

—Orville L. Freeman

Civil Rights policy

UNDER THE CIVIL Rights Act: No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance."

That is the policy of the U.S. Department of Agriculture, said Secretary Orville L. Freeman speaking to top USDA agency administrative personnel from 50 States who met in Washington, D.C. recently to review the Civil Rights Act and develop procedures for putting it into effect.

"Let me make this point clear;" said the Secretary, "so far as this Department is concerned, there will be no delays in eliminating discrimination where it exists within the agencies of the Department; and there shall be no delays in eliminating discrimination in the operation of any program carried out by the Department.

"There will be no question here or in the field as to when—or by what timetable. The time to put this legislation in effect is now, not tomorrow—or next week—or soon—but today.

". . . Let me emphasize that civil rights is more than just a series of titles contained in a piece of legislation; it is a dedication to the moral principle that we should do unto others as we would have others do unto us.

". . . Let me emphasize that in translating this legislation into administrative action, nothing in our experience equips us to understand fully what the Negro has suffered. His is a heritage we have not shared; and not having shared it we can but dimly preceive the power and force of this glacier as it begins to dissolve now in a sea of common justice.

"Neither white nor Negro are really free men when injustices and discrimination exist. This truth is the root cause of the anger and rancor among Negro and white today. Discrimination leaves its scars on both Negro American and white American.

"Let us begin then by recognizing that the Negro has had real grievances: the time has come now for all of us to do our part to set them right."

The Federal Employee Group Life Insurance Program is 10 years old. During the past 10 years an estimated $800 million has been paid out on company policies.

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Work for the handicapped

"OPEN THE DOOR of equal job opportunity for the handicapped."

This is the central theme of the 12th annual National Employ the Physically Handicapped Week to be observed Oct. 4–10.

"The Government as an employer intends to show the Nation what can be done to make a fuller use of the abilities of the handicapped persons—with mutual benefit to those persons, the agencies that employ them, and the public," said President Lyndon B. Johnson in a recent memorandum to heads of executive departments and agencies urging the hiring of the handicapped.

The President went on to say, "We intend to do this without creating extra jobs especially for the handicapped; without scuttling the merit system, without compromising the quality of efficiency of our work force or your ability to achieve your missions."

Then he added, "Let us open the door of employment opportunity to handicapped but occupationally qualified persons. Let us begin now. I am convinced that it is morally right, that it is economically sensible, that it is administratively feasible."

John W. Macy, Jr., Chairman of the U.S. Civil Service Commission, advised executives of Federal agencies to "give the handicapped honest, unbiased consideration. And if they measure up to actual requirements, give them jobs. Let them prove that, in the right jobs, they make good—often outstanding—employees."

"Let us lead the rest of the Nation in pushing aside the prejudice and the unrealistic standards that in practice have too often barred the 'handicapped' from jobs they are perfectly competent to fill. And by so doing, let us serve both our own need for productive manpower and their need to contribute with dignity and self respect to a society dedicated to the concept of opportunity for all."

In 1963, Federal agencies hired 8,779 handicapped persons—out of a total 496,615 employed; the U.S. Department of Agriculture, 266 out of a total of 6,608 hired.

Brookings Fellowship

Edgewood P. Callahan, FES division of agricultural science, technology, and management, has ben selected to receive one of the 10 Federal Executive Fellowships of the Brookings Institution for 1964–65.

Felix Summers, technical illustrator in the SCS Cartographic Unit at Milwaukee, Wis., and one of his 42 new cartoons recently sent to SCS field offices to help tell the conservation story. His cartoons are widely used in newspapers, magazines, and other publications.

California ASC committeeman named

Gregrey C. Malofy of Wasco is a new member of the California Agricultural Stabilization and Conservation (ASC) State Committee. He succeeded Jack H. Benson of Brawley, who died recently.

Mr. Malofy started farming in 1942, and his farming operations are now located in Kern County, Calif., and Milford, Utah. They include production of cotton, potatoes, sugar beets, barley, field corn, alfalfa, beans and onions, as well as extensive cattle feeding operations.

Mrs. Lovease S. Rogers, head clerk, AMS dairy division's inspection and grading branch in New York, recently received a *Certificate of Merit* for "sustained superior performance of varied clerical and administrative duties contributing consistently to the efficient operation of inspection and grading programs for dairy products in the New York area." The award was presented by Donald P. Weber, area supervisor of the branch. Mrs. Rogers has been with USDA 20 years. She is a native of Luray, Va.

Cartoons teach conservation

Forty-two new cartoons depicting soil and water conservation have been released by the Soil Conservation Service to its field offices. They are the latest of several hundred created by Felix Summers, technical illustrator in the SCS Cartographic Unit at Milwaukee, Wis.

The cartoons—some humorous and some philosophical—are used in publications and other information outlets. They have helped the SCS and others tell the conservation story to millions of people in the United States and abroad. In his cartoons, Mr. Summers combines his love for the land and his artistic talents to bring to the American people a better understanding of how to use our land and water.

Among his cartoons are several special series prepared for use in Hawaii and Puerto Rico, for Keep America Beautiful, Inc., and for the Soil Conservation Society of America. His cartoons have been used in newspapers and national magazine advertisements for business and industry. ASCS has reproduced them on cards and also has colored them for posters.

In 1957, Mr. Summers received a *Certificate of Merit* and cash award for his cartoons and other drawings and paintings, many of which he did on his own time.

Ranger George Anderson of the Watauga Ranger District on the Cherokee National Forest in Tennessee has accumulated over 2,000 hours of sick leave.

National 4–H Club Week

STARTING THIS YEAR, National 4–H Club Week is being observed in the fall instead of the spring—largely to make it easier for States to use the occasion for stepping up 4–H enrollment and strengthening club programs. Dates coming up are Sept. 26 to Oct. 3, and this year's theme is "*4–H: Learning For Living.*"

With the added slogan of "4–H For More in '64," main emphasis is on encouraging more youth, age 10 to 19—in town and country to join or organize 4–H clubs. This fall's observance is especially important because it recognizes the Golden Anniversary of the Cooperative Extension Service—of which 4–H is a significant part.

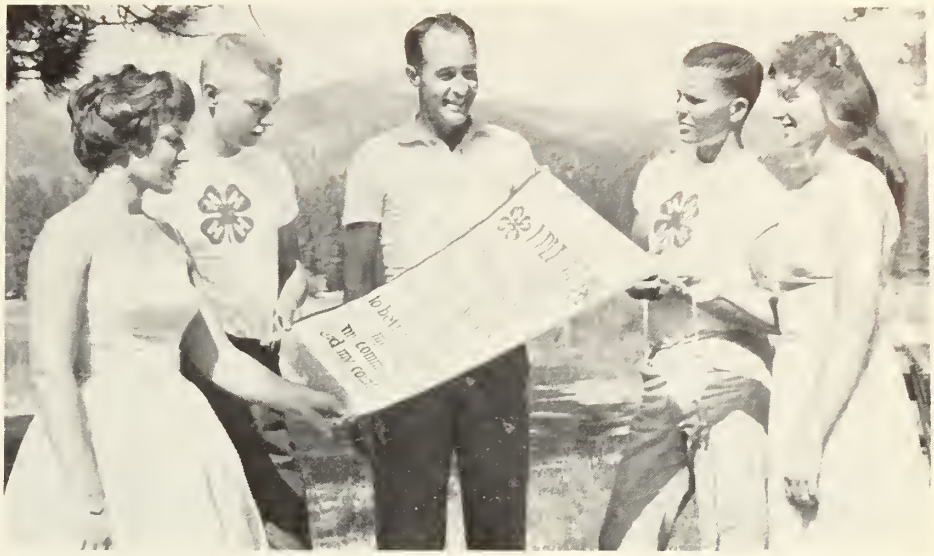
Club Week will stress citizenship-in-action goals; urge more boys and girls to learn to apply science in their everyday living; focus on career exploration and the value of wise vocational choices; increase public understanding of 4–H goals, character building and leadership development; influence more capable, youth-minded men and women to become volunteer 4–H leaders; honor 4–H friends locally and nationally, and express appreciation for their support. For example, 4–H'ers and former 4–H'ers—also volunteer leaders—will be guests and speakers before civic and service clubs, farm organizations, schools and churches, and other group meetings.

Since 1914, when the Smith-Lever Act authorized Extension, and Federal legislation first helped finance and conduct 4–H work, about 23 million young people have participated in the head-heart-hands-health program. Latest figures show about 2¼ million members belonging to nearly 95,000 clubs in the 50 States and Puerto Rico.

President Lyndon B. Johnson wrote in his message to 4–H'ers this year, "I am glad that your learn-by-doing opportunities are open to all youth, and that 4–H dividends of character development and good citizenship accrue to young men and women of every race, color, creed, and economic circumstance."

Leadership Recognized

Raymond S. Wruk, who is in charge of the Chicago AMS dairy and poultry market news office, recently received a *Certificate of Merit* and quality salary increase for exceptional leadership, supervisory ability, and public relations skill in developing and conducting a greatly improved market news service in the Chicago area.



During 4–H Club Week—September 26–October 3—boys and girls across the Nation will be renewing the 4–H pledge. Here Nevada's State 4–H Club leader, Raymond C. Cox, and 4–H members look over their pledge banner. With Mr. Cox (left to right) are Judy Hoover, Reno; George Palmatier and Bill Shaw, Fallon; and Joan Miller of Paradise Valley, Nev.

James K. Vessey
U.S. Forest Service

Agricultural Attaché to Turkey

Loyd M. Adcock assumed his post September 1 as Agricultural Attaché in Ankara, Turkey. He succeeded Gordon R. Schlubatis, who has retired.

Mr. Adcock, formerly of Stillwater, Okla., and a native of Paris, Ark., has been Agricultural Attache in Addis Ababa, Ethiopia, since 1962, with reporting responsibility also for French Somaliland, Yemen, and Aden.

No sick leave at all

Here is a new contender for our "GNYSWSL" honor—greatest number of years service without sick leave. He is James K. Vessey, Regional Forester, U.S. Forest Service, Atlanta, Ga.

Here's his record as sent to USDA by Sidney E. McLaughlin, Assistant Regional Forester:

Mr. Vessey joined the Forest Service on the Allegheny National Forest, Warren, Pa., in May 1933. He has worked continuously since that date without taking even an hour of sick leave.

Neither can he be accused of taking annual leave in lieu of sick leave to make a record. He just hasn't been sick or hurt bad enough to keep him away from the job.

He has had a variety of assignments exposing him to inclement weather as well as all the hazards common to a forester's work. This includes the rough mountains of the Northeast, Montana, Idaho, the Central States and now the Southern Region.

In addition, Mr. Vessey has not had a lost time accident. He has always been and still is a strong safety-conscious individual who promotes safety within the Forest Service. He has driven thousands of official miles without official vehicle accident.

To top this official record, he has not been off his feet due to illness since the fall of 1922. So this gives him a total of 42 years without any time off for sickness or accident.

For Distinguished Service

ABILITY TO administer with acumen the business side of such a diverse and constantly expanding organization as the Forest Service and yet maintain full regard for the humanities is the unique characteristic of the agency's Deputy Chief, Clare W. Hendee.

Last year, Mr. Hendee returned to the Ottawa National Forest in Michigan where, 31 years ago, he had served as a Forest Ranger. As principal speaker in the dedication ceremonies of a new recreation area there, he told the local citizens, "The understanding of the people in a community is needed to get the best management of the land . . . You have not just paid lip service to this good idea, but have put your words and strength into getting this important job done right on the ground."

In each of his Forest Service assignments, as he moved up the career ladder to his present position, Mr. Hendee was continuously occupied with the administration of forest resources. After graduating from Michigan State University with a B.S. in Forestry, he was employed by National Forests in Michigan, Minnesota, and Oregon—rising to the position of Forest Supervisor of National Forests in each of these States. In 1946, he was placed in charge of recreation, lands and watershed management for the Rocky Mountain Region. Four years later, he was appointed Regional Forester of the 17 National Forests in California.

Today, Mr. Hendee is responsible for the administrative, fiscal, personnel, and informational policies and activities of the Forest Service. He is a nationally recognized authority on modern management practices.

During his 9 years as deputy chief in charge of administration, he has initiated and developed management systems to meet the steady increase in National Forest use and Forest Service activities.

For his special achievements, Mr. Hendee was this year presented a USDA award for Distinguished Service:

> For sustained distinguished accomplishments in administration of the Forest Service, including the creation of valuable techniques, processes, and systems useful to the Department of Agriculture and through Government.

Eugene W. Bayol has been appointed Southeast Area Director for ASCS. In his new position he supervises agency activities in eight States and the Caribbean.

Clare W. Hendee
Deputy Chief, Forest Service

Same office for 30 years

Moving day has passed by Dr. Henry Stevens, Chief of the ARS Allergens Laboratory in Washington, D.C., for more than 30 years. We wonder if any other USDA employee has had the same office space longer.

Dr. Stevens' office is in the basement in the northeast corner of the South Building. The room number is 0125 and the sign at the side of the door says he is in the Washington office of the Eastern Utilization Research and Development Division of ARS.

The office is just a few feet smaller than the standard office in the South Building and that may account for his keeping it, explains Dr. Stevens. Every so often people come in to look and sometimes measure, but so far he hasn't had to move.

When Dr. Stevens first came to the Department in August 1929, on an industrial research fellowship, his office was in the second story of a horse-and-carriage barn. It had been the living quarters of the coachmen. This building was on 13th Street between Independence Avenue and C Street.

Next he moved to a former residence on 9th Street and Independence Avenue. Then in the winter of 1934 he moved to the recently completed first wing of the South Building. He has been there since.

Dr. Stevens is a native of St. Albans, Vt., and he earned his B.S. and M.S. degrees from the University of Wisconsin and his Ph. D. from George Washington University.

Firefighting from the air

SMOKE WAS drifting up from the dark green of the spruce forest off to the right. The pilot tensed as he saw it. He circled to get a better look and the exact location. As he came closer he could see flames coming up through the trees. He radioed headquarters reporting the fire and its location.

In less than an hour firefighters were being flown in by helicopters. Equipment and supplies were airlifted to the scene. The fire was out long before ground crews could have hacked their way into this rugged country.

During 1963, airplanes and helicopters flew nearly 56,000 hours on missions to protect and manage our National Forests—70 percent of this flying time directly related to fighting forest fires.

Helicopters—firefighters' flying horses—whirled off 7,000 hours of flight time last year in fire control activities. They were especially effective in skylifting firefighters and equipment into remote areas.

Airplanes flew over 32,000 hours on fire control missions, including scouting for fires, carrying smokejumpers, dropping water and fire retardants, delivering supplies and equipment, and rescue work.

Flight time of over 39,000 hours for a year's forest firefighting is an increase of almost 10,000 hours over 1962, but less than the nearly 62,000 hours clocked up during 1961 with its disastrous dry lightning storms.

Helicopters and airplanes dropped 3.5 million gallons of fire retardants on 2,000 fires in 1963 and transported 434,621 pounds of cargo and 1,711,981 pounds of air freight. Some 2,500 "man-jumps" to fires were made.

Besides their use in actual attack on forest fires, aircraft are used for spotting fires, directing ground crews, and for reconnaissance on fires. Fire survey and reconnaissance alone accounted for over 5,000 hours flight time in 1963.

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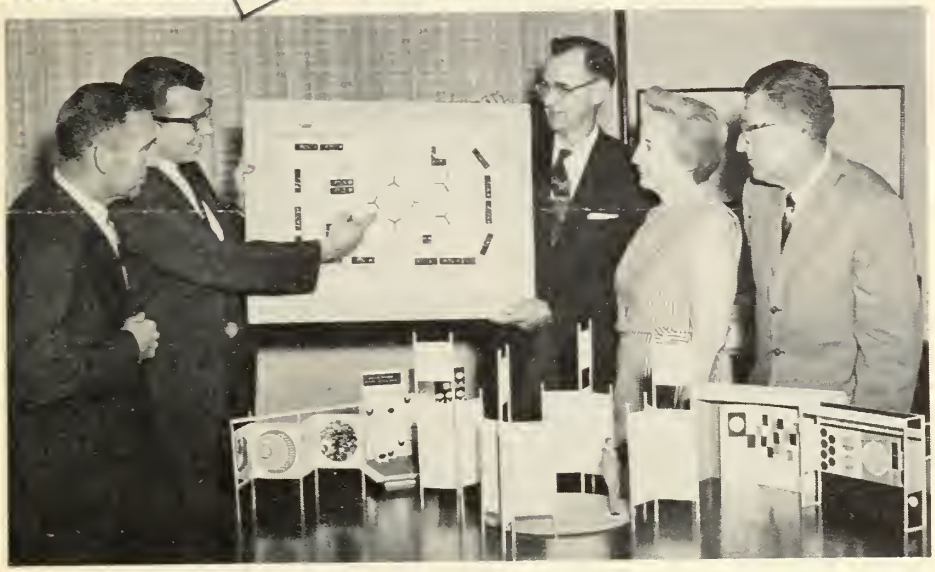
USDA
Employee News Bulletin
FOR SEPTEMBER 23, 1964



A featured attraction in the Department's observance of Co-op Month—Oct. 6–23—in Washington, D.C. will be the display of exhibits in the Patio of the Administration Building. Shown here planning arrangements of the exhibits are (left to right): Job K. Savage, director, management service division, FCS; George Boka, Office of Information; C. B. Gillland, RAD; and Assistant Secretary John Baker. On the table are models of some of the exhibits to be shown.

October is Co-op Month

THE SPOTLIGHT will be on farm co-operatives and what they are doing to help build a better America during USDA's observance of Co-op Month, October 6–23. Attention will be focused on how farm co-ops raise income of members, strengthen rural communities, provide better quality products, develop international understanding, and strengthen democracy.

"To me the workings of our farmer cooperatives represent one of the great fulfillments of our democratic free enterprise system," said Secretary Orville L. Freeman, commenting on Co-op Month.

In recognition of USDA's continuing support of farm co-ops, some 14 Department agencies plus the Farm Credit Administration will observe Co-op Month with the following scheduled events in Washington, D.C.:

Special Days—Oct. 6, Opening Day with opening ceremonies in the Patio; Oct. 7, Jefferson Auditorium, "How Cooperatives Help Build a Better America"; Oct. 19, Jefferson Auditorium, "How Cooperatives Help Develop International Understanding."

Exhibits on display in the Patio during Co-op Month will show how USDA agencies help farmers by helping co-ops.

A series of seminars will treat the following subjects—

"The Business Side of Cooperatives"
"What Cooperatives Contribute to the Consumer"
"Cooperatives' Part in New Economic Opportunity Program"
"How Cooperatives Use Credit"
"How Cooperatives Help Develop Stronger Rural Communities."

Three USDA films, having to do with farm co-ops, will be shown in the Patio Theater. Other movies from cooperatives will also be shown.

In addition, at least 11 Governors have proclaimed Co-op Month and urged observance in their States.

Salary Reform Act of 1964

PRESIDENT Lyndon B. Johnson called the Government Employee Salary Reform Act of 1964 "one of the most profound advances in the last 30 years or longer." He described it as much more than just a pay bill and ranked it near the top of the list of 25 major bills approved by Congress this year.

"For the first time this gives us the tools to identify and inspire, to reward and retain excellence in the Federal service," he said. "We are sensibly putting behind us in this country the concept that the Federal service can be treated indifferently as a massive, mindless, faceless, anonymous bureaucracy."

This new pay bill will help the Government recruit the top flight talent it needs, the President said, and added, "America's challenges cannot be met in this modern world by mediocrity at any level, public or private. All through our society we must search for brilliance, welcome genius, strive for excellence and this measure will help us do that in our Federal Government."

Along with the comparability goal, the President said, is the parallel objective of expecting and achieving high productivity. Every Federal employee has the responsibility of assuring the American taxpayer full value for every dollar spent and that no dollar be spent unnecessarily.

Chairman John W. Macy, Jr., of the Civil Service Commission calls it "the first full and realistic realinement of Federal pay rates from top to bottom for all branches of Government" and he expects it to greatly strengthen the Federal Government's ability to attract and retain high quality public servants.

"As a result of these and other important improvements in pay policies included in this law, the Federal service will enjoy a more competitive position in the manpower market and will have a better chance to acquire a share of the country's most promising people for careers of service to the Nation," he said.

Puerto Rico USDA Club

Members of the USDA Club at San Juan, Puerto Rico, have elected the following officers for the 1964–65 year:

Dr. Joaquin Marrero, SCS, president; Dr. Julio Echagaray, ADE, vice president; Mrs. Ula Buckles, SCS, secretary; and Miss Eva Saavedra, ASCS, treasurer.

New officers were installed at the Club meeting Sept. 2.

ARS—Supporting economic and agri-

743-729 c43—64

11,800 deaths by fire

LAST YEAR fire killed 11,800 people and destroyed or damaged $1.7 billion worth of property. More than 10 percent of this property loss—$191 million—occurred on farms. Fire strikes an average of 17 farms every day of the year.

To focus attention on this needless waste of lives and property and to encourage steps to reduce such losses in the future, President Lyndon B. Johnson has proclaimed Oct. 4 through 10 this year as Fire Prevention Week.

In his proclamation, the President noted that "far too many fires are caused by the carelessness and apathy of individual citizens." He urged "immediate community action to reduce this scourge to an irreducible minimum."

In support of the President's Proclamation, Secretary Orville L. Freeman urges all services of the Department of Agriculture to cooperate in observing National Fire Prevention Week in every appropriate way. The Department is cooperating with the National Fire Protection Association in distributing fact sheets and other literature and in using press, radio, and television to alert farmers and others to common fire hazards and steps to take to remove these hazards.

Fire prevention literature points out that all of us share the responsibility for present fire losses and the need to do something about them. "This isn't just a one-shot deal, it's a year-round job. Fire never takes a vacation," it says.

It suggests that we thoroughly check all heating equipment and chimneys before use this winter and to keep curtains and clothes away from heating equipment. We are advised to check all wiring, fuses, outlets, extension cords, motors, and equipment to make sure they are in good shape and that no bare wires are exposed.

Other suggestions:

Be sure every match and cigarette is completely out before discarding. Don't smoke in bed, in dusty buildings, or near gasoline or other flammable liquids.

Store oily or paint-spattered rags in a closed container.

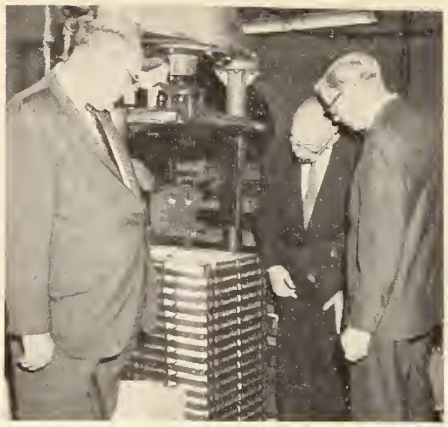
Carry and store flammable liquids in metal safety cans and never use gasoline for cleaning.

Plentiful foods

USDA's October list:

Featured—Apples and rice.

Other plentifuls—Beef, cheese, turkeys, and bartlett pears.



These three men had much to do with the preparation of the 1964 USDA Yearbook, *Farmer's World*. Here they are inspecting the binding operation at the Government Printing Office. They are (left to right): W. A. Minor, Assistant Administrator for Management, FAS, and chairman of the 1964 Yearbook Committee; Alfred Stefferud, editor of the Yearbooks of Agriculture; and Kenneth W. Olson, director of foreign market information, FAS, and secretary of the 1964 Yearbook Committee.

1964 USDA Yearbook published

FARMERS'S WORLD, the just-published 1964 Yearbook of Agriculture, presents a timely and comprehensive look, from the American viewpoint, of the production, trade, and consumption of global agricultural products. In 83 chapters, 380,000 words, and 608 pages, 96 writers tell about farming and marketing methods, international trade, American and international policies, aid programs, and major problems and projects of feeding and clothing the peoples of the world.

In the words of Secretary Orville L. Freeman, "The book reveals the vital stake everybody in the U.S. has in a healthy export trade for American agriculture, not only because farmers have so much to sell and because the livelihood of so many Americans besides farmers depends on it, but also because the world so greatly needs what we can offer."

In the *Foreword*, the Secretary points out that our exports of farm products equal around one-sixth of cash receipts from all farm marketings and that 1 acre out of every 4 is harvested for export.

American agricultural exports exceeded $6 billion in fiscal year 1964, the largest agricultural export operation ever carried out by one nation in a single year in the world's entire history. The new record speeded up by 5 years the export timetable previously set up in earlier USDA projections.

New SCSA officers

MINOTT SILLIMAN, SCS State Conservationist for Wisconsin, is the next president of the 11,000-member Soil Conservation Society of American for 1965. He will succeed Herbert A. Hooper of the California Department of Natural Resources.

Other SCSA officers elected at the organization's recent annual meeting at Jackson, Miss., include: John R. J. Bradshaw, Assistant State Conservationist for Utah, president-elect; Cecil W. Chapman, Georgia SCS State Conservationist, vice president; and Byron W. Lodwick, Des Moines, Iowa, treasurer.

Three new council members were also elected to fill a 3 year term on the Society's council. They are: Jackson Bennett, supervisor of the SCS Southeastern Training Center at Athens, Ga.; Clark H. Gleason, watershed management researcher of the Forest Service's Southwest Forest and Range Experiment Station at Berkeley, Calif.; and Leonard H. Webber, associate professor, Department of Soil Science, Ontario Agricultural College, Guelph, Ontario, Canada.

The degree of Fellow in the Soil Conservation Society of America—the highest award given by the Society—was awarded to the following USDA employees:

Ben. O. Osborn, SCS information specialist in Washington, D.C. and editor of the SCS magazine *Soil Conservation*.

A. D. Stoesz, head plant materials technician for SCS, before his retirement April 30, 1964.

Robert V. Boyle, SCS State Conservationist for Arizona.

P. H. Walser, Assistant State Conservationist for SCS in Texas.

Lindo J. Bartelli, Acting Head of the Soil Correlation Staff at Knoxville, Tenn.

Melville H. Cohee, agricultural economist, engineering and watershed planning unit, SCS, Oregon, Wis.

The degree of Fellow in SCSA is awarded in recognition of exceptionally outstanding service and leadership in the field of soil and water conservation.

SCSA is a nonprofit organization of professional and dedicated conservationists. It has 111 active chapters with membership in all States of the United States, and 80 other countries of the world. H. Wayne Pritchard of Des Moines, Iowa, is the Society's Executive Secretary and Walter E. Jeske, also of Des Moines, is editor of the Journal of Soil and Water Conservation, SCSA's official publication.

This computer at the U.S. Forest Products Laboratory in Madison, Wis., helped Fisk University sophomore Miss Ethel Hunter (right) decide to major in mathematics. Here she is shown working out a programing problem for the "electronic brain" with her supervisor, Miss Diana Smith, a senior forest products technologist at the Laboratory. Miss Hunter was a summer student trainee.

Answer machine helps

AN ELECTRONIC computer at the U.S. Forest Products Laboratory at Madison, Wis., helped answer an important personal question for one of the 17 student trainees working at the Laboratory this past summer.

Miss Ethel Hunter of Morgan City, La., a Fisk University sophomore, decided upon a career in mathematics, largely as a result of the statistical research she did at the Laboratory.

Working with scientists probing the secrets of wood structure and growth, she learned how to "program" scientific data for analysis with the aid of the Laboratory's incredibly fast "electronic brain."

Miss Hunter's work at the Laboratory had to do with statistical analysis of data obtained by microscopic measurements of the cell structure of wood. For example, such analysis tells the significance of measurements, to within millionths of an inch, of cell diameter and cell-wall thickness in redwood. Statistical formulas fed into the computer along with appropriate data show to what extent such structural characteristics are responsible for the specific gravity, or density, of wood.

Specific gravity is a key to wood's strength and fiber content.

All through her freshman year at Fisk, Miss Hunter pondered the difficult problem of what to choose as her major in her college career. Sometimes she leaned toward her father's profession, a chemist; sometimes toward music. Her piano playing is praised by her many friends.

But, Miss Hunter admits, the computer won the verdict.

It's mathematics.

Kenneth L. Bachman, USDA's Economic Research Service, is the president-elect of the American Farm Economic Association. He will assume the presidency of this 4,000-member organization at its 1965 meeting at Oklahoma State University, Stillwater.

Combined fund campaigns

Federal agencies in seven metropolitan areas are using—for the first time—the Combined Federal Campaign designed to limit to one drive the solicitation of funds from Federal employees for national and international health, welfare, and social services.

The campaign, which opened Sept. 14 in the Washington, D.C. area, will continue through Oct. 30.

In addition to the Washington area, combined fund campaigns are slated for Chicago, Minneapolis-St. Paul, San Antonio, Macon, Ga.; Dover, N.J.; and Bremerton, Wash.

"A reduction in campaign costs through the successful consolidation of fund-raising drives will represent a significant achievement in our total program to effect greater economy in Government operations," said President Johnson.

USDA's Role in RAD

WHO RUNS the Rural Areas Development program—the U.S. Department of Agriculture, the Federal Government, or the local people?

The answer—local people!

The U.S. Department of Agriculture developed the RAD approach, and many agencies of the Federal Government contribute to the rural development effort, but it is the local people who actually run the program.

Local RAD committees develop plans and follow through on projects designed to reduce unemployment and underemployment and increase the incomes of the people in their communities.

The following are examples of how the Department agencies help:

ASCS—Farm storage facility loans and Cropland Conversion Program.

FHA—Farm operating and farm real estate loans which include income-producing outdoor recreation, and fish and forest farming; rural renewal projects; soil and water development loans to individuals and groups; rural community facilities such as water systems; rural housing loans including senior citizen and farm labor housing.

REA—Rural electric and telephone loans and loans for electricity-using facilities.

SCS—Technical assistance for resource conservation and development projects; assistance to cooperators of soil and water conservation districts; watershed protection and flood prevention projects including public recreation and industrial and municipal water; and technical assistance to Agricultural Conservation and Cropland Conversion Programs.

FES—Educational and organizational technical assistance to private, local and area planning efforts.

ARS—Supporting economic and agricultural research.

FCS—Research, education and service to farmers' marketing, supply, credit and service cooperatives.

ORAD—Program formulation, review, analysis and reporting; staff coordination; inter-departmental liaison; and operations expediting. Area Redevelopment Act technical assistance grants and retraining programs and area designations. Accelerated Public Works project coordination.

FS—National Forest and grasslands management; forest research; forest roads and trails; and State and private forestry cooperation.

For Distinguished Service

COMPETENCE in scientific work has as one of its champions Associate Administrator H. C. Knoblauch, Cooperative State Research Service, who this year received the Department's *Distinguished Service Award:*

> "For distinguished leadership in science administration, cooperative development of policies for strengthening Federal-grant research at State Agricultural Experiment Stations, and for cementing close professional ties between Departmental and station research workers."

Dr. Knoblauch began his USDA service in 1935 when he became an SCS assistant soil conservationist in the field. He came to Washington in 1940 as senior soil technologist in the Office of Experiment Stations after outstanding research in agronomy and soils at the Rhode Island and New Jersey Agricultural Experiment Stations.

By 1948, Dr. Knoblauch had moved up to Assistant Chief of the Office of Experiment Stations and in 1953, when the office was made a part of the reorganized Agricultural Research Service, he became director of the State experiment stations division. He subsequently became Associate Administrator of what is now called the Cooperative State Research Service.

CSRS administers the Federal-grant payments-to-States authorized under the Hatch Act of 1887 and the McIntire-Stennis Cooperative Forestry Research Act of 1962. These funds are made available to State Agricultural Experiment Stations in the 50 States and Puerto Rico and to eligible schools of forestry.

Dr. Knoblauch gives leadership to about 40 specialists in the principal sciences concerned with agriculture, forestry, and related biological fields, also rural sociology, communications, and the behavioral sciences as they relate to agriculture and rural living. This involves research reviews, evaluation, planning, and coordination which the CSRS staff carries on in cooperation with the State experiment station directors.

Dr. Knoblauch was born in Riga, Mich., and he earned his B.S. in agriculture from Michigan State University, his M.S. from the University of Rhode Island, and his Ph. D. from Rutgers University. In 1958, the University of Rhode Island awarded him an honorary doctor of science degree.

There's Security In E Bonds

THE FARMER'S ROLE

The public knows little about how much time, cash, and sweat the farmer puts into the economy and how little he gets back in return. I don't think the problem is one of studied hostility. Rather it is a case of information lag. The men in the mines, the mills, the plants, and the refineries are oblivious to the fact that the farmer frequently is their best customer. This is a story that should be told and retold. By telling the public the facts about the farmer's role, we can help build a solid foundation for economic health in the rural community. Without this indispensable underpinning, the family farm has no assurance that it will survive.

—JOHN A. BAKER,
Assistant Secretary.

Dr. H. C. Knoblauch, CSRS

Robert T. Hartmann, veteran U.S. newsman, succeeded Charles L. Coltman as Regional Information Adviser in Washington, D.C. for the Food and Agriculture Organization of the United Nations. The FAO North American Regional Office is located in USDA's South Building in Washington. Mr. Coltman is now FAO Information Liaison Officer with U.N. headquarters in New York City.

New FES information head

WALTER JOHN, former deputy director, AMS information division, is new director of Federal Extension Service, information division. He succeeded Elmer B. Winner, now in England with Foreign Agricultural Service in connection with the USA Trade Center in London.

Mr. John

Mr. John has come to his new position after 30 years of Department information service. Since 1950, he has supervised the activities of Agricultural Marketing Administration's five area Offices of Information. Prior to his transfer to Washington, D.C., he was with the Production and Marketing Administration as regional information chief with headquarters in Chicago.

From September 1934 to June 1945, Mr. John was with the Soil Conservation Service, first, as information director in Illinois, and then regional information specialist for 5 States with headquarters at Des Moines, Iowa, and later for 8 States with headquarters at Milwaukee.

During his stay in Chicago, he was president of the Chicago USDA Club for 2 years.

Mr. John is a native of Missouri where he grew up on a farm in Maries County. He holds a B.S. degree in agriculture and a B.J. degree in journalism from the University of Missouri.

Safety conference slated

The 19th Annual Federal Safety Conference will be held in Chicago, Oct. 26–28, in conjunction with the National Safety Conference. Department personnel responsible for agency safety programs—both in Washington, D.C., and the field—have been specifically requested to attend.

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BELTSVILLE BRANCH

USDA
Employee News Bulletin
FOR OCTOBER 7, 1964

As I See It

THE COOPERATIVE is a tested and proven tool that improves the economic position of its members. For example, individual farm units are relatively small and ineffective in bargaining power compared with most other businesses. Through his cooperative, however, the farmer can join with his neighbors in doing things for themselves that cannot be done alone.

Thus the cooperative helps provide an equalizing economic force for its farm members.

Over the years the cooperative has demonstrated that it can increase income for things the farmer has to sell and reduce costs for production supplies and business services he needs to carry on his modern farm operations.

The cooperative also is looked to by other groups—rural and urban—to provide a wide range of increasingly important services.

Dr. Abrahamsen

Benefits of a cooperative are far reaching. It is an effective training ground in economics, community leadership, and democracy for the members. It also helps to build new markets, often exerts a salutary effect on business practices, and emphasizes quality production that benefit consumers as well as producers.

By helping its members adjust to the many new and complex problems facing agriculture, the cooperative serves as a bulwark for maintaining the family farm. Its contributions to increased farm income directly benefit its members. This increased farm income tends to stay in the local community and this adds to its strength and stability. Moreover, a cooperative is an effective force for helping build and maintain rural communities through the taxes it pays and the goods and services it buys from town businesses.

Just as the Department of Agriculture has recognized its responsibility to assist farmers in improving their production practices, it also has long accepted its responsibility to help improve the business operations of their cooperatives. This was reaffirmed by the policy statement of Secretary Freeman on Cooperatives, issued in July 1963. It in part says:

"The USDA will therefore accept fully its responsibility to encourage the growth of cooperatives and through its various agencies provide research, educational and advisory services that will help to strengthen cooperatives in all appropriate activities in the interest of their members and the general welfare."

USDA policy is being further reemphasized by participation in Co-op Month, October 6–23, through exhibits in the patio of the Administration Building in Washington, D.C., and other special events.

Farmer Cooperative Service and its predecessor organizations have provided a continuous program of research, service, and education on basic problems of cooperatives dating back as far as 1913. Its work is designed to improve the operation, financing, management, member relations, and public understanding of cooperatives. We in FCS see our work as providing basic information for members to make the business decisions necessary in improving the operations of their cooperatives. This helps them better their economic and social well-being.

—MARTIN A. ABRAHAMSEN
Deputy Administrator,
Farmer Cooperative Service.

USDA's CO-OP MONTH OBSERVANCE

*Patio Exhibit, Oct. 6–23.
*Lunchtime movies, Room 1605-S.
*International Day, Oct. 19.

National School Lunch Week

MORE THAN 17 million children—some of them perhaps yours, your neighbors', and others across the country—are benefiting from the National School Lunch Program. To celebrate this rapidly growing service in some 70,000 public and nonprofit private schools, President Lyndon B. Johnson has proclaimed the week of October 11–17 as National School Lunch Week.

This picture was characterized by the Missouri director of school food services as one that does "more in telling our story on the real value of school lunches than all the words written over the years." Taken at a one-room schoolhouse in Toler Creek, Ky., by USDA photographer Herman Postelthwaite, the picture is symbolic of the thousands of needy youngsters being helped through the national school lunch program.

In his proclamation, the President said: "Adequate nutrition is essential if our Nation's youth is to achieve optimum health and physical fitness and enhance its ability to derive maximum benefit from the education process." Further, he pointed out: "Under the National School Lunch Program, National, State, and community efforts are being made to insure that an adequate and nutritious school lunch is available, each day, to schoolchildren, regardless of family or neighborhood income."

The President paid tribute to the program, citing the fact that its operation is made possible by the employment of the unexcelled skills and techniques of a highly developed marketing system, and results in the consumption of tremendous quantities of foods produced by our farmers.

The national school lunch program has been in operation for 18 years. It is administered by USDA's Agricultural Marketing Service in cooperation with each of the 50 States educational agency. In the past school year, the average national price to children of the 2.8 billion lunches served under the program was only 27 cents. Needy children pay less and some, nothing at all.

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My job

WHENEVER ANYONE asks me just what my job as a secretary in the office of the agricultural attaché is like, invariably it's one of those routine days.

Actually such days are few and far between. I may come to work in the morning expecting such routine, but before long the phone is ringing. American businessmen want appointments with the attaché for a briefing before they make trade contacts. The mail calls for an urgent top-level consultation. Appointments have to be made—and broken and explanations given. The imminent arrival of an official visitor calls for hotel reservations. Meetings have to be scheduled and agenda prepared.

A student from the local university comes in for help on a paper he is writing. A local businessman wants contacts in the States. Another wants technical information to assist him in his enterprise. I never know what will happen next.

But working in one of our oversea posts has so many compensations that uncertain and harried days are well worth the price. There is a friendly "family" feeling about working in the agricultural attaché office. We are a comparatively small group overseas and it doesn't take long to get to know well the people back in Washington who represent the various branches and divisions. It's like meeting an old friend when someone you've met on an official trip at another post walks into the office where you now work. I've met some wonderful people during assignments in Karachi and Bangkok and now in Madrid.

Outside activities indirectly connected with the job add variety and interest—meeting people connected with agriculture from other countries, and learning firsthand what is going on in the country where you are assigned.

Then there are trade fairs with months of planning, long hours, and frenzied last-minute details. You may swear "never again," but when they are over and you remember with satisfaction the long lines of people eagerly waiting to see and sample our U.S. farm products, you are ready to go again.

All of this, the work with its satisfactions and frustrations, the living and traveling abroad, putting up with strange customs, trying new foods, gaining an insight into new people, makes any of us who take full advantage of it not only a more valuable employee of USDA but also a better citizen of the United States.

—ROSE MARY BLAND, *FAS, Madrid, Spain*

Editor's note: Rose Mary Bland is a native of Cleveland, Ohio. She earned her A.B. degree at Notre Dame College in Cleveland and worked for 8 years as registrar at St. Johns College in Ohio. She joined Foreign Agricultural Service early in 1955 and the same year was assigned to the agricultural attaché office in Karachi, Pakistan. Her next assignment was in Bangkok, Thailand, and then in Madrid, Spain, where she has been since April 1960. She received the Department's *Superior Service Award* in 1962.

Graduate School appointments

Secretary Freeman has appointed four new members to the General Administration Board of the USDA Graduate School. They are: Dr. Nyle C. Brady, Director, Science and Education; S. R. Smith, AMS Administrator; John A. Schnittker, Director, Agricultural Economics; and Robert C. Weaver, Administrator, Housing and Home Finance Agency.

A new policy of 5-year fixed terms for board members resulted in the retirement of Dr. Byron T. Shaw, ARS Administrator; and C. O. Henderson, Assistant Director of Personnel. Dr. Willard W. Cochrane, Director, Agricultural Economics, and Roland R. Renne, Assistant Secretary of Agriculture, resigned from the board.

Only 30 percent of rural high school seniors go to college—compared with 50 percent in the cities.

1965 Agricultural Conservation Program

FARMERS WILL AGAIN be encouraged to shift from production of surplus crops to conserving land uses and to establish soil and water conserving practices under the 1965 Agricultural Conservation Program.

As in previous years, farmer-elected ASC committees will administer the program and will coordinate it with work plans of local soil and water conservation districts. SCS and forestry agencies are responsible for technical phases of certain practices.

Under the 1965 program, State and county ACP development groups—composed of ASC committees, SCS technicians and Federal Forest Service employees and advised by others with conservation interests—now will formulate local program of cost-sharing practices which will best meet the conservation problems of their particular area.

Through ACP, more than 2 million farmers, ranchers, and woodland owners regularly are applying needed soil, water, woodland, and wildlife conservation programs on their land. ACP cost-sharing assistance generally amounts to about half the cost of approved practices. Conservation accomplishments, cost-shared by individual farmers and ACP, represent an investment of about half a billion dollars each year. Practically all of this is spent for goods and services provided by local businesses. The multiplier effect of this investment on the national economy is more than a billion dollars.

Accomplishments cost-shared under the 1963 program included, among many others: Permanent cover, 2.7 million acres; tree and shrub planting and timber stand improvement, 409,000 acres; terracing, 703,000 acres; and water storage reservoirs, 56,000 structures.

FES staff member honored

Charles E. Bell, Jr., director of the Federal Extension Service division of agricultural science, technology, and management, recently received the American Society of Animal Science Extension Award for outstanding work in animal science. This award, sponsored by Chas. Pfizer & Co., includes a bronze plaque and $1,000. The award was presented to Mr. Bell at the annual meeting of the American Society of Animal Science at Knoxville, Tenn.

Prospects now seem good for a record world wheat crop which will exceed the 1962 record crop of 8.7 billion bushels.

United Nations Day

SATURDAY, October 24, is United Nations Day. On this day 19 years ago the United Nations officially came into being, the U.N. Charter having been ratified by a majority of the then 51 participating nations. Today, 112 nations are members of U.N.

Two years after the founding of the United Nations, the U.N. General Assembly passed the following resolution: "That October 24 shall henceforth be officially called 'United Nations Day' and shall be devoted to making known to the people of the world the aims and achievements of the United Nations and to gaining their support for the work of the United Nations."

This year, the U.S. Committee for the United Nations has also designated October 19–24 as "U.N. Week."

"The United Nations is dedicated to the same noble principles that have made our Declaration of Independence and our Constitution a constant beacon of hope and inspiration for all mankind and for the past 19 years it has proved repeatedly and decisively to be an increasingly effective and respected action agency for world peace, progress and prosperity," said President Lyndon B. Johnson in his Proclamation of U.N. Day this year.

The President further urged that all citizens of this country observe U.N. Day with programs which demonstrate faith in the United Nations and contribute to a fuller understanding of its aims, problems, and accomplishments.

He called upon the officials of Federal, State and local governments to encourage citizens groups and agencies of the press, radio, television, and motion pictures "to engage in appropriate observance of United Nations Day throughout the land in cooperation with the U.S. Committee for the United Nations and other organizations."

The District of Columbia Committee for the United Nations has announced that Leonard Bernstein, director, New York Philharmonic Orchestra, will be in Washington, D.C., to direct the National Symphony Orchestra in a special concert in Constitution Hall, October 24 at 4:00 p.m.

Within 24 hours after Hurricane Dora devasted the north Florida area, donated food from USDA helped feed some 12,000 evacuees in an eight-county area surrounding Jacksonville.

New Poultry inspection chief

Dr. LaVanus Sanders, a native of Alabama, has succeeded Dr. Roy E. Willie as Chief of the inspection branch of AMS poultry division. Dr. Willie has retired after 35 years of service in the Department.

Dr. Sanders

Dr. Sanders is a 1951 graduate of the School of Veterinary Medicine, Alabama Polytechnic Institute — now Auburn University—Auburn, Ala. From 1951–58, he maintained a private veterinary practice at Abbeyville, S.C. During World War II he saw combat service in the Army in the South Pacific.

He joined the poultry inspection service in 1958, at the time of the rapid expansion of personnel just before Federal inspection became compulsory Jan. 1, 1958, under the Poultry Products Inspection Act. At first, he served as an inspector-in-charge in the poultry processing plant in Monroe, Ga., and then as a technical supervisor in the Southeast regional office at Atlanta, Ga., and later at the Midwest office at Des Moines, Iowa. In 1962, he was named Assistant Chief of the inspection branch in Washington, D.C.

Budget guide for newlyweds

Suggestions designed to help young married couples make a good start in managing their finances are given in the Department's new publication *A Guide to Budgeting for the Young Couple.* This new Home and Garden Bulletin No. 98, prepared by the consumer and food economics research division, ARS, gives the basic steps in setting up and using a simple workable budget.

Young couples are advised to:

- Make money management a joint venture from the start.
- Face money matters frankly and get problems down on paper.
- Consider each other's wishes.
- Agree on a realistic spending plan.
- Stick to budgeting until your plan works.
- Adjust the plan as your circumstances change.

Single copies of this bulletin may be obtained from the Office of Information, U.S. Department of Agriculture, Washington, D.C., 20250.

Hire the Handicapped—It's good management.

CO-OP MONTH PROGRAM

DAVID E. BELL, Administrator, State Department's Agency for International Development, will be the keynote speaker October 19—International Day—in USDA's observance of Cooperative Month, October 6–23. He will speak in the Jefferson Auditorium at 10:00 a.m. on "How Cooperatives Help Develop International Understanding." Mrs. Dorothy H. Jacobson, USDA's Assistant Secretary for International Affairs, will be chairman of this meeting.

Another feature of International Day will be the presenting of the President's E Award to the Norbest Turkey Growers Association of Salt Lake City, Utah, for unusual accomplishments in the export of agricultural products from American farms.

Agricultural attachés and others from foreign embassies, representatives of AID, Peace Corps, USIA and others along with trainees in this country from abroad have been invited to attend the meeting and join in the observance of International Day.

A major purpose of meetings, exhibits, seminars, and other activities scheduled for USDA's observance of Cooperative Month is to focus attention on how farmers are helping to build a better rural America through cooperatives and USDA and how cooperatives are improving our agricultural economy.

As part of USDA's observance, there will be a series of tours to cooperatives in the Washington, D.C. area. Anyone wishing to go on a tour may register in the Patio during the Co-op exhibit, October 6–23.

Denver USDA Club features film

Members of the Denver USDA Club saw the reclamation film, "The Barrier Between" at their September meeting. This film was about the Colorado Big Thompson project. This was the club's first meeting of the season.

R. A. Alexander, plant quarantine division, ARS, Nogales, Ariz., was recently appointed chairman of one of the Federal Safety Council's 100 field councils. He is the fifth USDA employee now holding this position.

It was a red letter day in the Monroe County, N.Y. ASC office when Chief Clerk Helyn Craw received a *Certificate of Merit* and cash award of $300 for a suggestion adopted by the New York State Awards Committee. With Miss Craw are (left to right) Richard Stokos, member of the county committee; Richard Martin, chairman of the county committee; Raymond Wilbert, member of the county committee; and Harold J. Lawrence, county office manager.

90 percent under merit act

About 9 of every 10 jobs in the Federal Service in the United States are covered by the Civil Service Act. Under the 1883 Act, employees are hired on the basis of merit, fitness, and competitive examination.

Some Federal jobs are excepted from civil service requirements by law or by the Civil Service Commission action. A large percentage of these jobs, though, are under separate merit systems—the Foreign Service of the Department of State, Veterans Administration's Department of Medicine and Surgery, Federal Bureau of Investigation, Atomic Energy Commission, and Tennessee Valley Authority.

State Statistician honored

Jasper E. "Jap" Pallesen, ERS state statistician for Kansas, recently received a *Certificate of Merit* for superior leadership in directing the Kansas crop and livestock reporting service and developing a comprehensive statistical program important to the State's agricultural economy.

Earlier he had been designated "Kansan of the Week" by the newspaper, Topeka Capital. He was described as a man who plays an important year-round role in Kansas agriculture by supervising preparation of information essential to all avenues of the economy concerned with Kansas production of crops and livestock.

Thirty percent of Japan's imports of farm products come from U.S. farms, with payment in dollars.

Fewer USDA injuries

Henry F. Shepherd, Department Safety Officer, reports that for the first 6 months of 1964 there was a total of 2,384 Department injuries reported to the Bureau of Employees' Compensation. This compares to 3,219 for the same period in 1963 Of the 1964 injuries, 10 were fatal, compared with 9, for the same period last year. Lost-time injuries totaled 890, compared with 1,086 and no-lost-time injuries 1,484, compared with 2,124.

In a memorandum to agency heads, Secretary Freeman emphasized again his personal interest in a strong safety program that reaches every person connected with the Department. Speaking of *Effective Accident Prevention Action*, he said, "This objective can and must be translated into action by every agency head, line officer, supervisor and employee if we are to continue to have *Safety Now*.

Officers of the newly organized Mid-Willamette USDA Club at Corvallis, Ore., (left to right): Henry Stippler, ERS, vice president; Stanley Brooks, ARS, president; Stanley Swanson, SCS, secretary-treasurer. Howard Bertsch, FHA Administrator, was speaker at the club's first meeting.

Food Stamp expansion seen

AFTER 3 YEARS of successful experimentation with food stamps as a means of increasing food consumption among needy families, Congress has enacted legislation which provides for further expansion to additional areas of the country.

The initial pilot projects operated in eight sections of the country to test the program under a variety of conditions: city of Detroit; Franklin County in the coal mining area of southern Illinois; the Virginia-Hibbing-Nashwauk area in the Mesabi iron range of Minnesota; Floyd County in Kentucky; McDowell County in West Virginia; Fayette County in Pennsylvania; San Miguel County in New Mexico; and Silver Bow County in Montana. An additional 25 were added in 1962 and further expanded to a total of 43 in 1963. All of these areas have experienced substantial unemployment.

Under the Food Stamp Program, low-income families exchange the amount of money they would normally be expected to spend for food, for stamp coupons of a higher money value. For example, a family of four who normally could be expected to spend about $60 a month for food can exchange that amount of money for as much as $90 worth of coupons. The extra $30 represents the Federal Government's contribution. The family can then use the coupons to purchase food, except for a few imported items, at retail prices, at any regular retail store approved to accept coupons.

The results of the pilot programs were carefully studied by research agencies of the Department prior to the decision to request legislation to further expand the program. These studies showed that participating families made substantial increases in food consumption, with 80 percent of these consumption gains accounted for by livestock products and fruits and vegetables. As a result there were significant improvements in the nutritional quality of diets.

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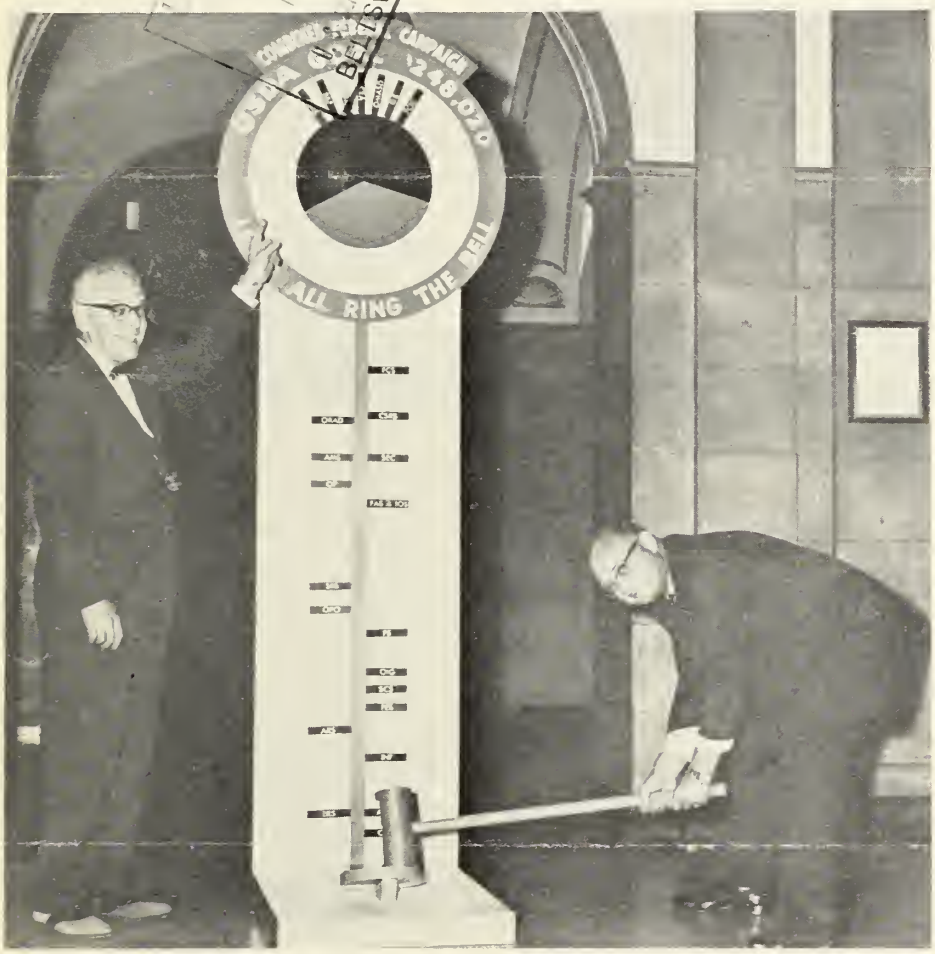
1964 BELTSVILLE BRANCH

USDA

Employee News Bulletin

FOR OCTOBER 21, 1964



Drosdoff Rings CFC Bell—IADS Administrator Matthew Drosdoff wields bell-ringing mallet to show his agency was runner-up (in class for agencies having less than 100 employees) to first-place CEA in going over top in Combined Federal Campaign. Drive is for employee contributions to United Givers Fund, National Health Agencies, and International Service Agencies. OMS Director Charles F. Kiefer, who is directing CFC drive in Department, points to initials of other agencies over top—B&F, OMASD, OMS, GS, and FCIC—on September 25. Late that afternoon, OHE exceeded its goal. USDA reached 58 percent of its goal of $248,020 the same day, only 2 weeks after campaign got underway.

More than 2 million landowners and operators of 663 million acres of land cooperate in locally managed soil and water conservation districts. More than a million received technical assistance from SCS in the 1964 fiscal year.

The recent inauguration of commercial shipments of U.S. veal calves to Italy by airfreight is expected to open markets for around $2 million worth of new business to the American livestock industry.

Farm and City Need Each Other

AS THE BIG white tank-truck turned out of the driveway and headed for town to deliver the farmer's milk to the "Dairy," a big red tank-truck drove up to his pump to deliver gasoline.

This is but a single example of the hundreds of exchanges that daily demonstrate the interdependence of city and farm.

To focus attention on this interdependence, President Lyndon B. Johnson has designated November 20–26 as National Farm-City Week and requested that leaders of business groups, labor unions, women's clubs, and civic associations, and all consumers join, along with farm families and other rural people, in its observance, as evidence of the strong ties that bind urban and rural Americans.

He also urged the Department of Agriculture, land-grant colleges and universities, the Cooperative Extension Service, and all appropriate Government officials to cooperate with National, State and local organizations in carrying out programs to observe National Farm-City Week.

"I urge that such programs place special emphasis on the increasing importance of protecting our Nation's soil, water, and timber so that our estimated 340 million citizens of the year 2000 may enjoy abundance then as we do now," he said.

The President pointed out that never before in history has so much food and fiber been produced by so few farmers for so many people throughout this world at so reasonable a cost.

He went on to say, "Because of the initiative and efficiency of our farmers, most of our people have no need to produce their own food, and, instead, are free to produce the many other goods and to provide the many services that account for our high standard of living."

"The farmer in turn," he said, "already a major consumer, depends more and more upon the products and services of science, labor, and industry to provide him with the modern tools and supplies needed for farm production today."

Dr. Charles E. Kellogg, SCS Deputy Administrator for Soil Survey, was the featured speaker at the September meeting of Washington, D.C.'s Organization of Professional Employees of USDA. His subject was "The Changing Agricultural Colleges—Teaching, Research and Extension."

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Secretary of Agriculture Orville L. Freeman and the Cooperative Advisory Committee, the U.S. Department of Agriculture's public consultants on its work with cooperatives, help pull the "Knot of Cooperation" tighter, to signify the dual role of USDA and cooperatives in helping rural people to build a strong rural America. Left to right are: George L. Mehren, Assistant Secretary of Agriculture; Charles S. Murphy, Under Secretary of Agriculture; Secretary of the Treasury Douglas Dillon; Secretary of Agriculture Orville L. Freeman; Clyde T. Ellis, General Manager, National Rural Electric Cooperative Association; J. K. Stern, President, American Institute of Cooperation; Congressman Graham Purcell, Jr., of Texas; Kenneth D. Naden, Executive Vice President, National Council of Farmer Cooperatives; Dwight Townsend, Director, Washington office, The Cooperative League of the USA; Patrick Healy, Assistant Secretary, National Milk Producers Federation. Also on the rope, but not shown, were John A. Baker, Assistant Secretary of Agriculture (l.) and Roy F. Hendrickson, Executive Secretary, National Federation of Grain Cooperatives (r.).

Work at FS Lab furthers career

Summer employment at the U.S. Forest Products Laboratory at Madison, Wis., was more than just a job to Miss Ariadne Freeman, a senior at the University of California at Los Angeles. It was another milestone on the road to a full-time career in scientific research.

Not only will the money she earned as a student trainee help toward college expenses but the techniques she learned and her experience at the Forestry laboratory have helped prepare her for her chosen life's work.

During the summer, she studied some of the elusive chemical constituents of tree pollen in an effort to identify them. She worked under Dr. Margaret Seikel, nationally known specialist in this field.

The pollen Miss Freeman was studying was from loblolly pine. Like many other trees, the loblolly produces pollen on its lower branches and seed flowers on its upper ones. This is Nature's way of assuring cross-pollination among trees. The pollen is spread by wind currents rather than insects.

Very little is known of the chemistry of pollen. Dr. Seikel has included it in her research in order to gain fundamental information needed by biochemists, geneticists, and others working on improved strains of trees and studying the role of these compounds in the reproduction of trees.

Miss Freeman's summer work has helped to further this research.

Miss Ariadne Freeman (right), UCLA senior majoring in organic chemistry, adjusts stopcock on a column chromatograph used to separate complex phenols extracted from pine pollen for identification at the U.S. Forest Products Laboratory, Madison, Wis. Miss Freeman was a student trainee at the lab during the summer before returning to UCLA to continue her studies. Working with her is Linda Feldman, FPL chemist.

Plentiful foods

USDA's November list:

Featured—Turkeys and apples.

Other plentifuls—Cranberries, beef, peanuts and peanut products.

ASC committee election changes

AFTER JANUARY 1, 1965, the method of electing county Agricultural Stabilization and Conservation committees and length of term in office will be changed. Under new legislation, three major changes have been authorized:

1. A 3-year staggered term of office for county committeemen instead of the existing 1-year term.
2. A county committeeman to serve no more than three consecutive terms. Previously there was no limit.
3. County committeemen to be elected by all community committeemen at the county convention rather than by the chairman of each community committee in the county.

To establish the staggered-term system for county committees, one member will be elected for a 1-year term, one for 2 years, and the third for 3 years at the first county convention in 1965. Thereafter, each member of a county committee will be elected for a term of 3 years.

Both county and community ASC committees are made up of farmers who are taking part or eligible to take part in one or more of the farm programs which the committees administer. Among them are the Agricultural Conservation Program, acreage allotments, marketing quotas, commodity loans, feed and grain program, voluntary wheat program, Sugar Act program, National Wool Program, farm storage loans, and other such programs. Other duties are assigned by the Secretary of Agriculture as the need arises.

Community committees are made up of three farmer-members elected by other eligible farmers in each community. These committeemen will in turn—after January 1—elect the three farmer-members to serve on the ASC county committee. The county Agricultural Extension agent usually serves as an ex officio member of the county committee.

There are 3,065 ASC county committees in the U.S. and 26,682 community committees.

Award for superior service

Mrs. Arlene M. Brown, administrative assistant for the Chicago area inspection and grading branch, dairy division, AMS, recently received a *Certificate of Merit* and quality salary increase. Mrs. Brown, who has been with the Chicago office since 1953, was cited for superior organizational and supervisory ability, contributing to the efficient management of the office.

Chief of the Forest Service Edward P. Cliff (left) and Assistant Secretary John A. Baker study one of the many Nature exhibits at the Sabino Canyon Visitor Center on the Coronado National Forest in Arizona. This is one of the five new Visitor Centers established by the Forest Service.

Forest Visitor Centers

IN RECENT YEARS, something new has been added to the Forest Service image—a Visitor Information Service which aims to make the visits of tourists and other visitors to the National Forests more enjoyable through explanation and interpretation of the surroundings.

As a part of this new Visitor Information Service, the Forest Service is establishing a series of National Forest Visitor Centers manned by friendly, articulate young men trimly attired in the Forest Service uniform, who answer queries and assist the camper, hiker, and fisherman.

Each center commemorates a particularly scenic, historic, or scientifically interesting site. The centers are designed to explain and interpret the history, geology, plants and animals, and other characteristics of the area. This is done through exhibits, nature trails, illustrated lectures and guided tours.

This summer the Forest Service completed its 5th major Visitor Center in this new and exciting program. It is located at the gateway to the beautiful Boundry Waters Canoe Area in the Superior National Forest in Minnesota. Recalling the early French voyageurs, the center has been named the Voyageur Visitor Center.

Other Forest Service Visitor Centers have been established at the world-famous Mendenhall Glacier on the Tongass National Forest in Alaska; at the Smokejumper base and Forest Fire Laboratory in Missoula, Mont.; at Redfish Lake in the Sawtooth Mountains of Idaho; and at Sabino Canyon on the Coronado National Forest near Tucson, Ariz.

Eventually, the Forest Service hopes to have one or two such major Visitor Centers in each of the agency's ten regions.

Agricultural attaché appointments

Brice K. Meeker succeeded William J. Horbaly as agricultural attaché in Moscow. Mr. Horbaly has been assigned to the Foreign Agricultural Service's program development division in Washington, D.C.

The new attaché to the U.S.S.R. is a native of Cabool, Mo. He received his B.S. degree from the University of Missouri and his M.S. and Ph.D. degrees in agricultural economics from Purdue University. He also has a diploma from Oxford University, England.

Before going to Moscow, Mr. Meeker was agricultural officer in Hong Kong for 4 years. He was attaché at the U.S. Legation in Budapest, Hungary, and agricultural economist for the Department of Defense in Washington. He also served as chief of the commodity analysis branch of the livestock and meat products division of FAS.

Louis M. Smith, Jr., director of livestock and meat products division for FAS since 1961, has been named agricultural attaché in The Hague, Netherlands. He succeeds George A. Parks, reassigned to FAS in Washington, D.C.

Mr. Smith was previously FAS area officer for agricultural attachés for Latin America, and before that was agricultural attaché at Pretoria, Republic of South Africa, and at Dublin, Ireland. He joined the Department in 1949 as an agricultural marketing economist in the Bureau of Agricultural Economics.

From 1950 to 1953, Mr. Smith was an agricultural marketing economist, a dairy and poultry specialist, and later a livestock and meat specialist in the livestock and wool division of the Office of Foreign Agricultural Relations.

A native of Raleigh, N.C., he received a B.S. degree in agriculture from North Carolina State College in 1938; an M.S. degree in dairy husbandry from Virginia Polytechnic Institute in 1939; and a Ph. D. in agricultural economics from North Carolina State College in 1952.

About Sept. 25, Larry F. Diehl assumed his responsibilities as agricultural attaché to Kuala Lumpur, Malaysia. He succeeded Q. Martin Lorgan who has returned to Washington, D.C., for reassignment in the Foreign Agricultural Service.

Mr. Diehl has been agricultural attaché in Rangoon, Burma, since November 1961. Previously he served as assistant agricultural attaché in Ottawa, Canada, 1959–61, and in London, England, 1955–59.

Mr. Diehl's career in the Department began in 1938 as an agricultural economist with the old Bureau of Agricultural Economics. In 1943, he transferred to the Agricultural Adjustment Agency. From 1945 to 1955, he served successively with the procurement and price support branch of USDA's Office of Supply, with the fruit and vegetable branch of PMA; and with the sugar division of CSS.

Mr. Diehl is a native of Rebersburg, Pa. He has a B.S. degree from Pennsylvania State University.

Aggies, the baseball team sponsored by the USDA American Legion Post 36 which won the District of Columbia championship and then went on to within one game of competing in the American Legion National Baseball Tournament at Little Rock, Ark.

USDA Post 36 has winning team

The *Aggies*, a baseball team sponsored by USDA American Legion Post 36, in Washington, D.C., not only won the District of Columbia baseball championship this year but went on to within one game of competing in the American Legion National Tournament at Little Rock, Ark. The *Aggies* chalked up a 15–1 record in the regular American Legion schedule and tournament games.

After winning the D.C. championship, the *Aggies* advanced to the playoff in American Legion Region 2 consisting of State winners from New York, New Jersey, Delaware, Maryland, West Virginia, and D.C. In a two-game elimination tournament at the University of Maryland, the *Aggies* won their first two games against Delaware and Maryland. Then they lost their third contest to Staten Island, N.Y. Bouncing back they won the next two games, one of them over Staten Island. That placed them in the finals against Staten Island—each with a lost game to the other.

The *Aggies* lost to Staten Island, but according to Wilson E. Westbrook, AMS, American Legion Baseball Commissioner for the District of Columbia, they won the respect and admiration of the other players, the American Legion officials, and major league baseball scouts for sportsmanship, determination, management, and coaching.

The American Legion baseball program in Washington is limited to boys 18 years old or under who reside or attend school in the District of Columbia. The *Aggie* team was recruited from Chamberlain, Eastern, and St. Anthony High Schools. Some of the boys have been members of the *Aggie* team for 3 years, with another year of eligibility remaining.

Zoologist wins Borden Award

Dr. Alfred M. Lucas, USDA research zoologist, East Lansing, Mich., is the 1964 winner of the Poultry Science Association's $1,000 Borden Award.

The award was presented at the association's 53d annual meeting held recently at the University of Minnesota, Minneapolis. Dr. Lucas also was elected a fellow of the association.

Dr. Lucas.

The Borden Award, which also carried a gold medal, is given annually by the association for distinctive contributions to poultry science advancement over the preceeding 7-year period.

Dr. Lucas' specialty is avian anatomy. He has served USDA at Agricultural Research Service's regional poultry research laboratory at East Lansing since 1944 and now directs avian anatomy investigations there.

He is a native of New Albany, Ind., and received his A.B. degree at Wabash College, Crawfordsville, Ind., in 1924, and his Ph. D. degree at Washington University, St. Louis, Mo., in 1929.

Last year the American farmer fed 30 people besides himself. Five of these were people in foreign lands.

The Year Ahead for Agriculture

READING THE LINES in the palm of agriculture for the year ahead is the business of the 42d Annual Outlook Conference of USDA's Economic Research Service, November 16–19.

What is in store for American agriculture at home and abroad in 1965 will be discussed at the 4-day conference which will cover farm commodities, the national agricultural situation, international aspects of agriculture, regional growth and developing rural areas, status and problems of rural education, and related problems of family living.

Specialists from several USDA agencies and others, such as the Departments of State, and Health, Education, and Welfare, will address the conference and lead panel discussions.

With the Outlook Conference goes the 1964 Handbook of Agricultural Charts, published in September, containing charts and tables and covering individual commodities, foreign trade, marketing, population, and the family. A summary of Outlook, with many charts from the handbook, will be published in the November issue of The Farm Index, ERS's monthly magazine.

Copies of The Farm Index, various talks, and other pertinent literature will be distributed from booths set up on the main floor of USDA's South Building during the conference.

Most of the commodity sessions will take place in the Jefferson Auditorium (South Building); Family Living Sessions will be held in the auditorium of the Freer Gallery of Art.

FHA State Director cited

Edward F. Holter, Farmers Home Administration State Director for Maryland and Delaware, was cited recently by the American Country Life Association at its 46th annual conference.

He was recognized for "long-time and outstanding contributions in economic and social welfare in his home community of Frederick County, Md.

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USDA
Employee News Bulletin
FOR NOVEMBER 4, 1964

As I See It

A REMARKABLE thing happened this past year.

The American public has become aware of the extent of poverty among the American people.

Who would have thought, 12 months ago, that a half-dozen books, several films, scores of magazine articles, hundreds of newspaper articles, numerous TV programs, and Government reports would have appeared in rapid succession, examining and explaining the widespread poverty that exists in our great country.

Mr. Bertsch

But this has happened.

And the poor, the invisible poor, are now apparent.

President Johnson's declaration of war on poverty has reminded affluent Americans that millions of their less fortunate fellow citizens exist in a bleak wasteland of despair.

It is now common knowledge that 35 million of our people are classified as poor and that half of all families in the United States with incomes of $3,000 or less live in rural areas.

We in FHA feel the impact of this new awareness of low-income rural families.

Since the mid-thirties the Farmers Home Administration and its predecessors have been working to help disadvantaged farm families.

Now we find our efforts reinforced on every side.

Recent passage of the President's Economic Opportunity legislation makes available to those working with the rural poor a new set of programs geared to the job of softening and eventually eliminating the hard core of poverty.

Rural youth will benefit from the new job corps and work training programs; from measures that will help children of low-income families stay in school and go on to college.

There will be grants for community projects, mainly in health, education, and welfare fields.

FHA's credit programs will now include loans to increase income of all rural families.

We will be able to serve families we could not serve before.

And we will extend credit to cooperatives serving low-income rural people, cooperatives that provide marketing, processing, and other needed services.

This is all to the good.

But a word of warning.

This is only the beginning. We have seen in the past 12 months a tremendous awakening on the part of the general public to the needs of low-income families. We have seen the launching of an imaginative and powerful program to eliminate and eventually wipe away the devastating effects of poverty.

But there is a long road ahead. The war on poverty is a tremendous undertaking. It will require a continuing and pervasive effort on the part of all of us.

—Howard Bertsch,
Administrator,
Farmers Home Administration.

Only 1 farm in 10 had electric service when the REA program started in 1935, today 98 percent of all farms have it.

USDA tops blood quota

BLOOD DONORS of the U.S. Department of Agriculture in the Washington, D.C., area were honored at a special recognition ceremony October 14 in the auditorium of the District of Columbia Chapter of the American Red Cross. USDA was cited for reaching 106 percent of its quota of blood donors for the 1963–64 year.

Writing to Secretary Orville L. Freeman, Chapter Chairman Edward Burling, Jr., said, "On behalf of the District of Columbia Chapter, I want to express my grateful thanks to you and the Department of Agriculture for the outstanding service you have rendered the Washington Regional Red Cross blood program, again going over your quota of blood donors. In reaching 106 percent of your quota, the Department has demonstrated its deep concern for the welfare of the people of our community."

Mrs. Margaret Q. Hackett,
USDA Health Unit, Office of Personnel

Mrs. Margaret Hackett of the Department's Health Unit and USDA blood program chairman was singled out for special commendation for her excellent work in directing activities in connection with scheduled visits of the bloodmobile.

In his letter, Mr. Burling praised her efforts in these words, "The conscientious and tireless efforts of Mrs. Hackett have made possible the splendid record of your group and she has earned the gratitude of the Red Cross."

Mrs. Hackett was selected by Secretary Freeman to represent the Department at the special recognition ceremony where she accepted the American Red Cross Certificate of Appreciation for USDA.

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ASCS' drive to reduce "fog"

AGRICULTURAL Stabilization and Conservation Service is writing better these days. Workshops in both directives and letter writing have been held in all 50 States. State offices in turn have conducted writing improvement training for key people in almost all 3,000 county offices. The "fog" index readability formula contained in Form AD-371 was used in these workshops to measure writing readibility. Followup reports from all States show impressive reduction in fog scores.

Horace D. Godfrey, ASCS Administrator, launched the drive with a broad field communication survey in 1962. That survey showed that writing improvement needed special attention.

Ray Fitzgerald, Deputy Administrator, State and County Operations, directed the drive to improve writing in State and county offices.

To relate training to everyday experiences and needs of State and county office employees, workshop practice materials were chosen from over 300 writing samples obtained from field offices. These live examples of field office writing were rewritten and discussed by participants in the workshops.

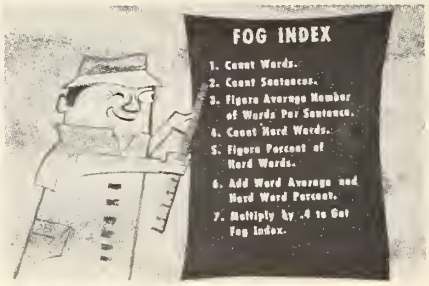
Evaluations from all States rate the workshops as very helpful. Many States report that employees expressed enthusiasm about improving their writing.

In a followup on the workshops, State offices checked random samples of material written before and after the workshop. Reports show that the "fog" index score for directives was reduced from 14.4 to 11.8, and for letters from 14.5 to 12. The Department goal is 12. Materials with a score above 12 are considered difficult to understand with the difficulty increasing as the score goes up. Scores of 12 and under are classed as easy reading.

Field offices report the fog index has become a household word. It is being used daily by employees to check the readability of their writing and guard against foggy writing.

Spencer Award to Dr. Swern

Dr. Daniel Swern, formerly of the ARS Utilization Laboratory at Wyndmoor, Pa., and now professor of chemistry at Temple University, has been selected to receive the 1964 Spencer Award. The Spencer Award is given annually by the Kansas City section of the American Chemical Society for outstanding contributions in the field of food and agricultural chemistry.



FOG INDEX BOX SCORE

October 1964

Agency	Agency directives	Agency letters	Secretary's letters
AMS	12	14	19
ARS	18	19	15
ASCS	18	13	18
B&F	18	15	19
CEA		16	
CSRS		15	13
ERS		15	15
FCS	10	14	17
FHA	17	14	17
FCIC	15	13	14
FES	18	10	15
FAS	16	14	17
FS	16	13	16
OGC	17	16	15
INF	14	12	15
OIG	15	15	
IADS		13	
MASD	17	15	16
OMS	16	12	18
NAL	19	13	
OP	17	14	21
P&O	14	14	17
RAD		14	
REA	21	14	
SEC	15		
SCS	17	14	17
SRS	14	15	14
Average	16	14	16
Goal	12	12	12

Box score shows fog clearing—some

The box score above reflects some interesting agency changes. In the scores for all three categories, there are 22 scores that are higher (more fog), 30 that are lower (less fog). Major reductions are seen in the directives column for AMS, FCS, FCIC, FAS, FS, INF and OIG.

Some of these agencies are using the fog index on all directives. All have had directives writing workshops.

Co-ops help consumers

FIVE MAIN contributions of cooperatives to consumers were discussed by Assistant Secretary George L. Mehren at a seminar held in connection with USDA's observance of Co-op Month. They were:

1. Providing quality products.

Producers early learned to use cooperatives wisely, to forge a stronger link for themselves in the marketing chain with the realization that their cooperatives could be effective only if the consumer wanted their products.

Quality is the magic passport to reach consumers. From seed to tillage, from harvest to handling and processing, from shipment to consumer outlets, intensive cultivation and care are required to protect the quality of our farm products.

Through a cooperative, producers can employ talents and skills and have equipment and facilities to assure quality and build good brands.

2. Giving service to consumers.

Many cooperatives have been alert to the new demands of their customers for convenience food, for good packaging, and good merchandising. Some cooperatives conduct dealer and consumer education programs on proper care and handling and better ways to use their products.

3. Offering new products and processes.

Many of the new products appearing on our grocers' shelves bear the cooperative signature—another reflection of cooperatives' wish to whet the consumer's appetite with their products. Through vigorous merchandising, new products and processes are introduced to add variety and flavor in food preparation and eating.

4. Holding down production and marketing costs.

Marketing efficiencies and lowered production costs on the farm—both brought about in many areas by cooperatives—mean benefits to consumers.

The Farm Credit System has contributed to this by holding down the cost of credit to producers.

5. Improving general welfare.

Cooperatives are good customers of many other businesses—consumers of other consumer goods and services, in other words. A USDA study showed about 600 cooperatives spent $25 million in advertising in a recent year. Then, there are substantial payrolls and the development of leadership.

Dr. Karl E. Wolter (left), physiologist at the U.S. Forest Products Laboratory, Madison, Wis., explains the effects of various soil nutrients on wood cell growth to members of a USDA advisory committee on agricultural science. The committee visited the Laboratory to familiarize members with research programs there. With Dr. Wolter are: (left to right) Dr. E. C. Elting, committee executive secretary and Assistant to the Director of Science and Education, USDA; Dr. W. J. Sparks, scientific advisor, Esso Research & Engineering Co.; Dr. A. H. Moseman, Director, Agricultural Sciences, Rockefeller Foundation; Dr. Nyle C. Brady, Director, Science and Education, USDA; Dr. W. T. C. Thorp, and Dr. W. M. Myers, University of Minnesota; and Dr. Edward G. Locke, Laboratory Director.

Just a helping hand

BACK IN 1950, Charlie P. Hensley was a meat cutter in Weaverville, N.C., a small rural community a few miles north of Asheville. He had grown up on a farm and wanted to return. But the old homeplace was hilly, the tobacco allotment too small. If only he could get started in dairying! But, how?

Then he met Kelley R. Ray, Farmers Home Administration supervisor for Buncombe and McDowell Counties. Mr. Ray called at the Hensley home where he sat down with Mr. and Mrs. Hensley. Together they weighed the pros and cons of the proposed venture.

After a farm plan was carefully worked out, Mr. Hensley applied for a loan to start a grade "A" dairy. His initial loan was for a milk cooler and cows. Since that first loan, he has borrowed funds for land development, purchase of cows, a bulk milk cooler, paving of the barn lot, and a new dwelling.

In his new 3-bedroom brick home, the floors, trim, and all other wood came from trees on the farm. It has a modern kitchen and bathroom.

Back of the house are the barn, machine shed, milkhouse, and two pit silos with enough silage for nearly 2 years.

Mr. Hensley now owns 74 acres and rents another 50 acres for feed. Since 1956, the value of his real estate has more than doubled and the worth of his livestock has gone up from less than $3,000 to more than $11,000. He is now able to obtain his operating credit from conventional credit sources.

"Without that first FHA loan, I'd probably still be cutting meat in Weaverville—or at least still be working for wages," said Mr. Hensley in commenting on what had been accomplished.

Mr. Ray added, "Although the financial progress is significant, it doesn't tell the whole story. Leadership has been developed and this family now contributes very much to the well-being of the community. They are active in church and community affairs. Mr. Hensley is an ASC county committeeman, a deacon in his church and, a member of the Biltmore Dairy Milker's Association."

ADA honors FES' 50th year

The American Dairy Association recently cited Cooperative Extension Service's 50th anniversary by presenting a plaque to Dr. Nyle C. Brady, USDA Director of Science and Education. The citation on the plaque reads:

> "Presented to Federal Extension Service in recognition of the leadership and help of the Extension Services, at all levels, in raising the sights and abilities of American agriculture to become the world's greatest food-producing Nation."

Health benefits open season

DO YOU WANT to change the plan you selected under the Federal Employees Health Benefits program?

The Civil Service Commission has announced an unlimited open season for February 1–15, 1965. During this period you may enroll in a plan, or if you are already enrolled, you may change plans, options, or type of enrollment from self-only to self-and-family. This will be the first unlimited open season since October 1961.

This month premium rates are being increased in 20 of the 38 plans participating in the Federal Employees Health Benefits program. In general, the premium increases are in the high options of the plans which provide greater benefits at a higher cost. Under these plans, premium rates have been held down by drawing on reserves to meet benefit payments which, during the current contract year, have generally exceeded premiums.

Examples of increases:

Under the Government-wide Service Benefit plan, the high option, self-and-family goes up from $5.82 to $7.88, an increase of $2.06—self only from $2.11 to $2.92, an increase of 81 cents.

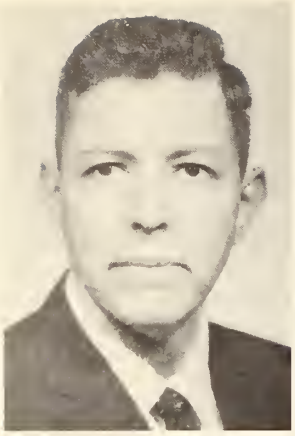
Under the Government-wide Indemnity Benefit plan, the high option, self-and-family goes up from $5.64 to $7.73, an increase of $2.09—self only from $1.82 to $2.84, an increase of $1.02.

CSC said that as a check on its own findings that the premium increases are necessary, it retained a nationally recognized firm of consulting actuaries to make an independent study of the experience of six plans in which 91 percent of the total of 2.1 million covered employees are enrolled. This firm confirmed the Commission's own study.

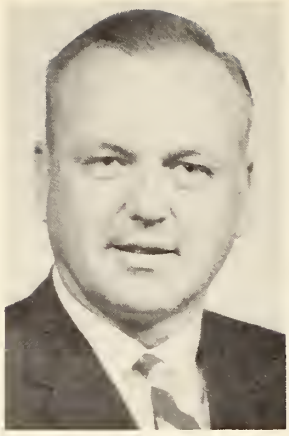
The Commission emphasized that the premium increase for each plan is based on its own experience and reflects the rising cost of hospital and medical care. The increases are intended to produce income exceeding benefit payments, with any net gain being used to restore depleted reserves.

Studies show that we export about $1 worth of farm products for each $100 of income in both developed and less developed countries. If these less developed countries were able to increase their incomes by $100 per person, we might expect them to import over $3 billion worth of farm products from the United States—more than double the $1.5 billion we now export to them.

Dr. Donald Y. Perkins



Dr. Martin J. Burris



Dr. Thomas S. Ronningen

Postdoctoral training

Three specialists of Cooperative State Research Service are engaged in postdoctoral study at Land-Grant Agricultural Colleges this academic year, according to CSRS Administrator T. C. Byerly. Each left in September and will return to his assignment in Washington after June 30, 1965.

Dr. Martin J. Burris, who has responsibility for Federal-grant research in animal breeding and genetics, and Dr. Donald Y. Perkins, responsible for Federal-grant research in horticulture, are studying at Purdue.

Dr. Thomas S. Ronnigen, assistant to the Administrator, is on the Berkeley campus, University of California. He is there working closely with Dean M. L. Peterson, studying policies and procedures of the California Experiment Station.

A "sustained work performance" award was recently presented to Mrs. Beulah Epling (left), ARS division of consumer and food economics research, by Dr. Faith Clark, the division's director. The award was for outstanding proficiency over an extended period in preparing materials and correspondence to meet an unexpected workload, and highly satisfactory performance of regular duties. Mrs. Epling works on food composition tables and answers requests for information about calories, protein, minerals, and vitamins.

New president of plant disease group

Dr. Zaumeyer.

Dr. William J. Zaumeyer, principal pathologist of the vegetable and ornamental research branch of ARS crops research division, Beltsville, Md., is new president of the American Phytopathological Society. He succeeded Dr. A. E. Dimond of the Connecticut Agricultural Experiment Station. Dr. Zaumeyer received the gavel from Dr. Dimond at the society's 56th annual meeting recently held at Purdue University.

Dr. Zaumeyer has for many years been active in the society, which numbers more than 2,000 plant disease specialists from all 50 States and Caribbean countries.

Use found for quackgrass

"If you can't lick 'em, join 'em" is an old adage with a new practical application in the development of a hardy hybrid grass which holds promise for rangeland.

Dr. Douglas R. Dewey, ARS plant geneticist at Logan, Utah, is working on a stable hybrid having the vigor and leafiness of quackgrass and the drought resistance and better seed quality of crested wheatgrass. Such a grass could provide valuable forage and cover growth, particularly in the mountain rangeland of the West.

Already hybrid grasses with highly desirable foliage qualities have been produced experimentally by crossing crested wheatgrass and quackgrass.

By the Way

IN THE AUGUST 12 issue of USDA, we carried an item under the question—Who Am I? Here is another one under the same question but with a different theme. We thought you might find in it some food for thought:

Who am I?

I am more powerful than the combined armies of the world.

I have destroyed more than all the wars of the nations.

I am more deadly than bullets or missiles, and I have wrecked more homes and jobs than the mightiest guns.

I steal more than $5 billion each year in the United States alone.

I spare no one. I find my victims among the rich and poor alike, among the young and old, the strong and weak, the high-level and low-level workers. Widows and orphans know me well.

I rise to such proportions that I cast my shadow over every field of labor—professional as well as nonprofessional—from the humblest laborer to the nuclear scientist.

I kill thousands of employees every year.

I lurk in unseen places and do my best work silently.

I am relentless.

I am everywhere—on land and sea and in the air, in the home, on the job, on the streets and highways.

I breed sickness, degradation, death. Yet few people make a real effort to avoid me or even take me seriously.

I destroy, crush, maim. I give nothing. I take all.

I am your worst enemy.

I am carelessness.

New forestry sciences laboratory

The Forest Service recently dedicated its new Forestry Sciences Laboratory on the campus of the Utah State University of Logan. It houses projects in watershed management, range and wildlife habitat, forest disease and timber management, and forest insect research.

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USDA
Employee News Bulletin
FOR NOVEMBER 18, 1964

The fresh new look at the two main entrances to the USDA Administration Building in Washington, D.C., has attracted the attention and admiration of employees and visitors alike. Here admiring the chrysanthemums in bloom are (left to right), John D. Powell, Building Manager, GSA, under whose direction the sprucing up was done; Francis R. Mangham, Director, Office of Plant and Operations; Mrs. Mary G. St. Peter, AMS; and Joseph M. Robertson, Assistant Secretary for Administration.

Praise for USDA Landscaping

Mention flowers to Mrs. Mary G. St. Peter, a statistical clerk in AMS' fruit and vegetable division, and immediately you are launched into a discussion on African violets, azaleas, mums, marigolds, zinnias, petunias, holly—American, Japanese and Chinese—and scores of other annuals and perennial flowers and flowering shrubs.

Mr. and Mrs. St. Peter have about 2 acres of land around their home in southeast Washington, D.C., where they grow these and many other flowers.

To show her appreciation for new plantings of azaleas, rhododendrons, chrysanthemums, and other flowers and grass plots designed to beautify Department buildings in Washington, D.C., Mrs. St. Peter wrote the following letter to Secretary Orville L. Freeman:

Dear Mr. Secretary:

I want to express my gratitude and appreciation to you for the new landscaping around the administration building; the enjoyment it brings each day as I pass to and from work in the south building. I am sure you were instrumental in having this done. I am so grateful to you for and thank you for the beauty and joy you have caused to be created and the pleasure I am deriving from it. I am sure there are many, many other employees who feel the same as I do about this wonderful change. The colorful plants, shrubs, and evergreen trees give the building freshness, brightness, gaiety and even "OOMPH". It now has a personality all its own, if that can be said of mortar and glass.

That we continue to beautify the grounds around our public buildings and parks and the landscaping around our administration building be changed with the seasons, as our White House grounds and some public parks change, is the wish of

/s/ Mary G. St. Peter.

Food is a bargain

"FOOD IS A BARGAIN for a number of reasons," said Secretary Orville L. Freeman at a recent news conference in New York City. "First and most important, the American family farmer has developed the most productive and efficient system of agriculture the world has ever known. . . . Our system of family farming, based on a long established spirit of cooperation between farmer, industry, and government, enables the farmer to make maximum use of the substantial soil and water resources of this Nation.

"Food is a bargain because the complex process of food marketing—from the farmer's gate to the city supermarket—has grown in efficiency and compliments the farmer's efforts.

"And, food is a bargain because the American consumer is part of a healthy, vigorous, and growing economy. Here are a few facts which will illustrate why—and how—food is a bargain:

"Food prices have risen less than most other goods and services in the past few years. Take a recent base period—1947–49—for example. Since then, retail prices of all food—including imports and seafood—have increased only 25 percent, whereas nonfood living costs have risen 35 percent.

"Retail prices of U.S. farm-grown food have risen only 15 percent; rent has increased 47 percent; medical care, 69 percent; transportation, 52 percent; and personal care, 38 percent.

"In the United States, we spend less than 19 percent of our take-home pay for food. In 1947–49 we spent 26 percent. Britishers spend 29 percent; Russians 50 percent and more.

"It took 60 hours work in 1947–49 to buy a month's farm food supply for the average family; today it takes only 37 hours.

"An hour's work in a factory in 1947 would have bought 2 pounds of choice beef, in 1963, nearly 3 pounds; or milk, 6.5 quarts compared with 9.5 quarts today; or 2 dozen eggs, compared with 5 dozen today; or 25 pounds of potatoes compared with 37 pounds today.

"For an hour's pay, the American factory worker can buy the food to cook a meal for four people; in Germany and England it takes 2 hours' work to buy the same meal; in Austria, 4 hours; in France, 4½ hours; and in Italy, more than 5 hours.

"Compared with 1947–49, each farm worker produces 150 percent more; each food industry worker turns out 30 per-

(Continued on page 2)

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New day dawning for Missouri County

THE AUTUMN AIR is crisp with excitement as the people of Unionville and other rural communities in Putnam County in north-central Missouri anticipate benefits from a $1.5 million outdoor recreation complex. Local leaders see it bringing in capital to bolster the rural economy. There will be more work, and fewer people will have to move away to find employment. Putnam County—with no town exceeding 1,900—lost nearly a fourth of its people between 1950 and 1960.

The main feature of the project is the construction of a large earth dam that will create an artifical lake up to 50 feet deep and covering some 1,500 acres of land. There will be about 40 miles of shoreline.

A Farmers Home Administration insured loan of $850,000 is helping to finance the development. This, plus $35,000 in initial membership fees paid by the 350 sponsors of the recreational facility, will be used to buy 4,000 acres of farmland northwest of Unionville, build the dam, and clear the lake of trees and brush.

Development of the shoreline will be carried out in stages by private business interests. Orderly development is being guaranteed through the use of strict zoning requirements set by the Putnam County Lake Association, made up of local residents.

Construction of the project is expected to provide 19,000 man-days of employment for bulldozer crews, dragline operators, grading crews, carpenters, and other workers. Approximately 100 new full-time jobs will be provided to operate and maintain the project when completed in 1966. Income from the facilities will add an estimated $1 million a year to the county's economy.

(*Continued from page 1*)

cent more. One farm worker feeds—and clothes—almost twice as many people—31 compared with 16.

"Yet farmer's prices for food products are down 15 percent. For every dollar the housewife spent for food in 1947–49, the farmer got 50 cents; today, the farmer gets 37 cents.

"Putting it another way, 15 years ago, the typical city family spent about $940 a year for farm food; the farmer received $466 of this, or about half. Today, the city family spends about $1,078 for a comparable food supply, and the farmer gets about $394 of this—$72 less than he got 15 years ago."

Dorothy Nickerson honored for color work

Miss Dorothy Nickerson, USDA research color technologist, recently received the Instrument Society of America's 1964 Distinguished Achievement Award in recognition for her contributions to the advancement of optical and color instrumentation for agricultural products.

The ISA award of $500, certificate and plaque, is given annually by the Society for an outstanding technical educational or philosophical contribution to the science and technology of instrumentation.

Miss Nickerson has made many important contributions to the science of colorimetry in her work in establishing and maintaining color standards for agricultural products, particularly hay and cotton. Much of her work since joining USDA in 1927 has been in the Agricultural Marketing Service. She is presently leader of the newly established Color Research Laboratory in ARS' marketing quality research division

Miss Dorothy Nickerson, ARS

In recognition of her achievements in color research, she has received a number of honors, in addition to the ISA award. These include USDA's *Superior Service Award*, the Gold Certificate of the American Horticultural Council, and the Godlove Award of the Inter-Society Color Council. She is an active member of many national and international professional societies and has authored more than 100 publications and reports on various aspects of color, illumination, grading of agricultural products, and cotton classification and standardization.

She is a native of Boston, Mass.

More hungry people?

WORLD FOOD production trailed population increases in fiscal 1964, according to the annual report of the Food and Agriculture Organization of the United Nations—*The State of Food and Agriculture, 1964.*

The world produced less food per person in 1963–64 than it did in 1962–63. Population *rose* by about 2 percent and food production per head *fell* about 1 percent. At the same time, according to preliminary FAO estimates, total agricultural production—including food—rose between 1 and 2 percent, slightly less than population growth.

Dr. B. R. Sen, Director General FAO, says that developing nations must export to help themselves:

"Freedom from hunger can come only from the economic development of the poorer countries, where at present the health and well-being of so many of the population are severely impaired by the inadequacy of their diets. Although foreign aid can help greatly in increasing the rate of development in these countries, this depends still more on the foreign exchange they are able to earn from their exports, which is needed to import essential capital goods for the execution of their development plans. In most of the developing countries foreign exchange earnings come predominantly from the export of agricultural products."

"For many years now," said Dr. Sen, "the agricultural export earnings of the developing countries have been increasing only very slowly, especially in terms of their purchasing power for industrial products, and have failed to provide them with their requirements for a satisfactory rate of economic development."

Requests for information regarding this report should be directed to Food and Agriculture Organization, North American Regional Office, 1325 C Street NW., Washington, D.C., 20437.

ARS veterinarian cited

Dr. Edward A. Murphy, a veterinarian with the meat inspection division of ARS, recently received a *Certificate of Merit* and a quality-within-grade salary increase "for outstanding competence in planning and implementing sound inspection procedures and requirements for the Federal meat inspection program."

This is the second award Dr. Murphy has received. In May 1960, he received a *Certificate of Merit* and cash award for outstanding performance.

E Bonds for Security

Coweeta—rainfall laboratory

EIGHT INCHES of rain since yesterday—and still raining!

What an appropriate welcome to Coweeta, the Forest Service's 5,600-acre hydrologic laboratory in the Appalachians of western North Carolina. I visited the laboratory—to see what it is, what it does, and why.

At headquarters, Alden R. Hibbert told me about the laboratory and explained some of its purposes. The main objective is to determine what happens to rain after it falls, and how forests and other uses affect water yields, water quality, and streamflow.

As an introduction to a tour of research projects, Mr. Hibbert and others of the laboratory staff showed a large relief model of Coweeta with areas marked off to show what was being done.

The topography of Coweeta is steep and rugged. Except where trees and shrubs have been cut or killed with chemicals for research, the area is densely wooded. Elevations range from 2,250 feet at headquarters to 5,250 on Albert Mountain. Sharp-crested ridges form natural boundries for more than 40 small watersheds with permanent streams. These single watersheds are from 25 to 200 acres in size. There are 45 miles of permanent stream channels on the area.

The 8 inches of rain on the day I visited the laboratory didn't seem too extreme when I was told that the average annual precipitation is 80 inches. About half of this appears as streamflow.

A network of gages over the area measure the rainfall, and streamflow is automatically recorded at stations at the outlet of each watershed. Beside each watershed is a control area where natural conditions remain as a check.

Projects have included cutting all the trees and vegetation off and allowing them to remain on the land, keeping the vegetation of such an area from growing up, allowing it to grow up, replacing hardwoods with conifers, various logging practices, taking off timber and seeding to grass, grazing with livestock, cropping, and other uses which might help to give answers to problems of watershed protection and land use.

Increasing demands for water makes the work at Coweeta vitally important to all of us.

Four out of every 10 workers in this country have jobs that are in or related to agriculture.

Peter G. Chapogas (left), marketing research specialist in the transportation and facilities research division, ARS, recently received the Produce Packaging Association's 1964 Distinguished Service Award. John Martin (right), vice president of the Association, presented the award. Mr. Chapogas was honored "For outstanding research contributions of great significance to all fresh fruit and vegetable packagers." He helped establish the USDA Packaging Research Field Stations at Yakima, Wash., and Fresno, Calif., and is presently leader at the Fresno station.

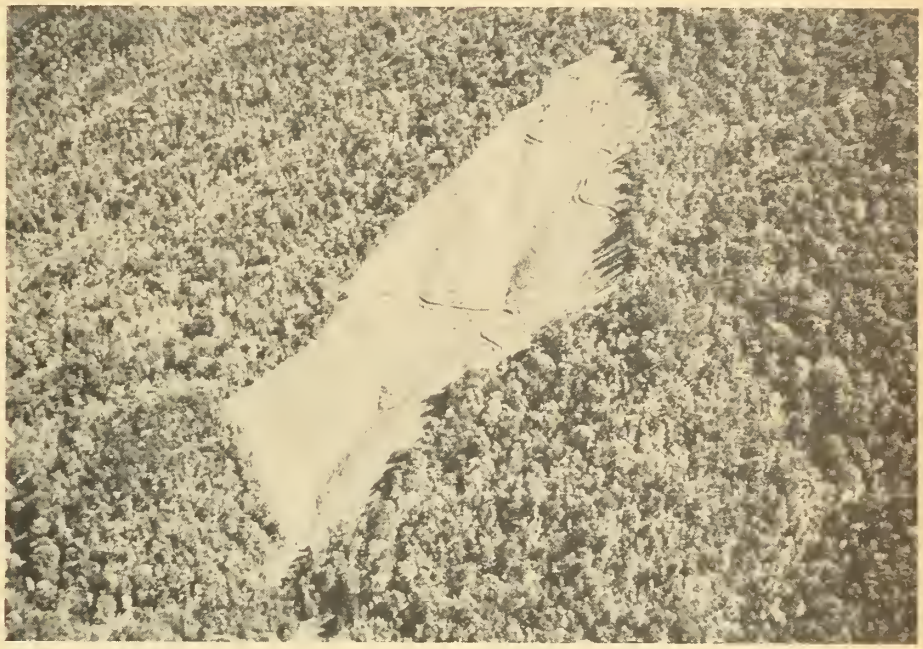
A THOUGHT

An organization may spread itself over half the entire world. It may employ a hundred thousand men and women, but the average person will usually form his judgment on the action of a single employee. If this person is rude or inefficient, it will take a lot of kindness and efficiency to overcome this one bad impression. Every member of an organization thus becomes the most important member of that organization more often than he thinks.

—*From Veterans Administration's "Vanguard"*

Denver USDA Club shows movie

"Mountains Are for Skiing"—a movie filmed in the Colorado ski areas of Winter Park, Vail, and Aspen—was the featured attraction at the October meeting of the Denver USDA Club, according to Joanne Ingram, club secretary.



Aerial view of one of the test plots at the Coweeta Hydrologic Laboratory. Here 22 acres have been converted from hardwoods to grass to study the effects of such conversion on evapotranspiration. The water yield from this plot is carefully measured and checked against the yield of a control plot nearby where the natural forest remains. This is but one of the many research projects being carried on at Coweeta.

Soil scientist named SCSA fellow

Howard J. Haas, research soil scientist with the ARS Northern Great Plains Research Center at Mandan, N. Dak., was awarded the degree of Fellow at the annual meeting of the Soil Conservation Society of America.

Plentiful foods

USDA's December list:

Featured—Turkeys, peanuts, and peanut products.

Other plentifuls—Apples, red tart cherries, cranberries, canned ripe olives, broiler-fryers, and beef.

By the way

"I'VE SEEN A LOT of changes around here since I started working for the Department 23 years ago," said Jim Bales, Smyth County ASC office manager at Marion, Va. "Broomsedge and gullies were taking over. Yields of wheat and corn and tobacco were going down. Farming was pretty discouraging.

"But, today—you've seen the green pastures and modern brick homes and farm buildings along the highway. Instead of broomsedge and gullies there are green pastures of orchard and blue grass. The topsoil is being held down by the grass. Most of the farmers have gone into livestock—either dairy or beef. And there are quite a few sheep.

"The conservation and other programs of the Department of Agriculture have done a lot to bring about this change. And, I get a lot of satisfaction out of believing that I had a small part in bringing it about."

This thought in various forms was echoed by other ASC office managers, FHA supervisors, SCS work unit conservationists, forest rangers, county agents, and others I visited on a recent field trip through southwestern Virginia, eastern Tennessee, and northern North Carolina.

In Albermarle County, Va., John Bosely, ASC office manager, told of a farmer who had converted 260 acres of cropland to recreation and wildlife as a pilot project. "While we don't have the answers yet, it looks good," he said.

At Salem in Roanoke County, Va., county agent Lowell Gobble was concerned with the alfalfa weevil and what it was doing to hay yields but was confident that something could be done. He was proud of the work they were doing with 4–H Clubs.

At the University of Tennessee, I found Dr. R. S. Temple, ARS scientist, enthusiastic over prospects of helping to improve the beef herds of the country. In the cotton laboratory, R. B. Stone, another ARS scientist, was working on germination tests of cotton seed, hoping by the use of a chemical treatment to improve germination.

And so it was in all my visits, USDA employees sensing the importance of the work they were doing and looking forward to greater achievements in the future.

The death toll due to farm accidents averaged 2,352 a year for the 3 years 1960–62.

USDA employees passing through Dulles International Airport near Washington, D.C., may be surprised to see the Department emblem shinning out at them from a showcase on the main concourse of the building. The emblem identifies an exhibit, titled *America the Beautiful*, of more than 50 conservation farming landscapes in natural color. These photographs were gathered by the Soil Conservation Service from all the States and Puerto Rico to demonstrate how the national soil conservation program has erased ugly scars of land abuse and has brought a permanent beauty to the countryside. This representative picture shows stripcropping on Montana farms.

"A stitch in time"

Too often thieves and pilferers are invited to "help themselves" by our carelessness in leaving our personal property where it is easy for them to take. The General Services Administration has listed a number of safeguards to protect us from property loss. Here they are:

1. Don't leave money, jewelry, your purse, etc., in or on top of your desk while you are away from your office.
2. Don't leave money or other valuables in your desk overnight.
3. Don't leave your coat hanging near the corridor door where it is easily accessible to a thief.
4. Don't leave valuables, such as car keys, wallet, etc., in your coat pockets if you hang your coat up and then leave the room.
5. When you leave your office and cannot carry your purse with you, lock it up or leave it in the care of a coworker.
6. Any collected funds you may have should be locked in a safe before you leave work.
7. A suspicious person seen loitering in a building should be reported to the guard or other building officials.

USDA Travel Club officers

J. Cullen Barton, ASCS, is the new president of the USDA Travel Club; C. H. Moseley, ASCS, is vice president; Veronica C. Marks, SCS, secretary; and Denver Clubb, REA, treasurer.

New directors are: Frances Burnette, SCS, Leland Cornwall, ASCS; Everett Felber, ASCS; Albert Graf, ERS; Berniece Helgeson, SCS; J. Frank Kendrick, SRS; Marion M. Simpson, SCS; and Ruby Young, Secretary's Office.

Present directors whose terms continue through 1965 are: Doreathy Beall, REA; Mariam Bottum, SCS; Gladys Gilpin, ARS; Edward Grest, FS; Nellie Griffin, AMS; Louis Knowles, REA; Genevieve Lambert, REA; and C. H. Moseley, ASCS.

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Employee News Bulletin

FOR DECEMBER 2, 1964

Dimler new lab director

DR. ROBERT J. DIMLER, new Director of the Department's Northern Utilization Research Laboratory, Peoria, Ill., is known the world over for his work on protein in wheat.

He succeeds Dr. F. R. Senti, now Deputy Administrator of ARS with responsibility for nutrition, consumer and industrial use research programs.

Dr. Dimler, who has been at the Peoria Laboratory for 23 years, was chief of the cereal laboratory there before his appointment as Director. Under his direction, ARS chemists made breakthoughs in basic research in such studies as the properties of protein in wheat gluten.

He was leader of a wheat gluten research team that in 1963 received a USDA *Superior Service Award*. In 1962 he received an individual *Superior Service Award* "for meritous leadership, authorship, and scientific contributions to the composition, structure and reactions of carbohydrates, proteins and minor constituents of cereal grains." He also was a member of the dextran team that received the *Distinguished Service Award* in 1955. Dextran is used today as a blood plasma substitute.

Dr. Dimler is a native of Pekin, Ill. He earned his B.S. degree from Bradley University and his M.S. and Ph. D. degrees from the University of Wisconsin.

The Northern Utilization Research Laboratory at Peoria is one of four ARS laboratories conducting utilization research. Others are at Albany, Calif.; New Orleans, La.; and Wyndmoor, Pa.

Food from U.S. farms will be promoted at 4 big European Trade Fairs in 1965: at London's Ideal Home Show, March 1–31; at Madrid, Spain, May 21–June 21; Cologne, Germany, September 25–October 3; and at Brussels, Belgium, in November.

All agencies 100% in CFC drive

For the first time in recent history, all 32 USDA agencies achieved or surpassed 100 percent of quotas in the Combined Federal Campaign.

Altogether, 99 percent of the Department's 11,666 employees in the Washington, D.C., area pledged $261,551.01. This exceeds USDA's quota by more than $13,500, and gives the Department a 106 percent standing in the campaign.

As Campaign Chairman for the Department, Secretary Freeman was helped by Under Secretary Charles S. Murphy, Forest Service Chief Edward P. Cliff, Campaign Director Charles S. Kiefer, head of the Office of Management Services, 32 agency campaign directors, and hundreds of keymen.

"Surpassing the quota fulfills Under Secretary Murphy's campaign-opening affirmation that 'USDA has can-do employees'," said Campaign Director Kiefer.

Dr. Robert J. Dimler, ARS

As I see it

ONCE UPON A TIME, Henry Ford said, "I'm looking for a lot of men with an infinite capacity for not knowing what can't be done."

I thought of this when I read Carl Barnes' "As I See It" in the September 9 USDA.

We are living in an age when nothing is certain except uncertainty itself. This calls for a high degree of flexibility and initiative.

Mr. Robertson

The emphasis in the future will certainly be on innovation and creativity—the nonroutine and stimulating way of doing things — improvements, efficiencies, and economies.

This emphasis is real and serious.

The keynote for this in the Government was set by President Johnson when he said, "We ought to be as unsatisfied as a little boy's appetite in carrying out this Administration's economy-efficiency pledges."

The President recognized that we would be using the most advanced methods and equipment to accomplish the Government's work, but he pointed out that the manager must:

"Make hard judgments in setting work priorities.
Challenge the ingenuity of the people in his work force—and reward them for it.
Strive unceasingly for the shorter form, the better way, the more direct method."

I agree with Carl that these goals and this philosophy should serve as a greater motivator to people in the public service.

We must constantly seek the shorter form, the better way, the more direct method. Our employers, the public, expect nothing less from us. If we do this, we can be less concerned about our "image." Improvement of our image will follow naturally from this course of action.

As I see it, we have no other choice because I believe firmly with Francis Bacon that "He that will not apply new remedies must expect new evils; for time is the greatest innovator."

—JOSEPH M. ROBERTSON,
Assistant Secretary for Administration.

SAFETY NOW

754-813 c43—64

USDA acts fast to prevent floods

THE BIG FOREST fire was out but the job wasn't done. The burned area was now a flood hazard. Fall rains could start mud flows. Roads could be washed out. Reservoirs could fill with silt. Floods could be as damaging as the fire. Water supplies to nearby communities were in danger.

Immediate action was vital. Getting a temporary grass cover on the burned area and building small "catchment" dams—and getting them fast—was all important.

Before the embers of this fall's fires in southern California were dead, the Forest Service, Soil Conservation Service and others provided emergency treatment for the burned areas in Los Angeles, Santa Barbara and San Bernardino counties.

By the end of October the 95,000 acres swept by fire in July and September had been reseeded by airplane.

Seeding is only one step in treating a burned watershed. Streams filled with debris had to be cleared. New channels were needed in some places.

Already five debris dams have been built near Los Angeles. Others were built near Santa Barbara.

Long range plans which are not part of the emergency measures call for planting perennial grasses in selected locations to convert the natural brush cover to a vegetative cover which will reduce fire hazard, improve game habitat and increase the water yield.

Economic Opportunity meetings slated

Three 3-day meetings to review and discuss the Economic Opportunity Act of 1964 have been scheduled for December by the Farmers Home Administration. The meetings will be held as follows: St. Louis—December 7–9; Denver—December 10–12; and Philadelphia—December 16–18.

Emphasis in these meetings will be on Title III(A)—Loans and operation of the general Economic Opportunity program in rural areas. The last day of each meeting will be devoted to a discussion of general FHA administration.

Attendance at the meetings will include FHA State Directors and two members of their office staffs responsible for individual and association loans. Howard Bertsch, FHA Administrator; Floyd F. Higbee, Deputy Administrator; and a number of other FHA officials will represent the national office.

St. Paul forester promoted

M. S. Dickerman, former director of Forest Service research in the Lake States, with headquarters at St. Paul, Minn., joined the staff of Dr. Nyle C. Brady, Director of Science and Education, in Washington on November 30.

In his new assignment, Mr. Dickerman will serve with a small group of specialists to aid in research development and evaluation for USDA. This group will plan future research needed to meet critical problems in agriculture and forestry, and will coordinate research programs of the Department.

Mr. Dickerman

Mr. Dickerman's career in the Forest Service began 30 years ago when he was employed in the field of forest economics in his native Northeast. Later he conducted a survey of forest resources in Idaho and Montana. For the past 13 years he has been director at the Lake States Forest Experiment Station which conducts research in forest protection, forest products marketing, and forest recreation.

During World War II, he was in charge of forestry affairs for the Allied Military Commission in Italy. Following the War he worked in Greece as forestry advisor for UNRRA.

David B. King, who for the past year has been assistant to V. L. Harper, Forest Service Deputy Chief in charge of research, succeeded Mr. Dickerman. In his new position, which he will assume December 20, Mr. King will be responsible for all Forest Service research in North Dakota, Minnesota, Wisconsin, and Michigan.

Mr. King is a native of Ely, Minn., and a graduate of the University of Minnesota School of Forestry. He began his career in the Forest Service in 1935 as a CCC forestry technican in northern Minnesota.

In the United States, 17 million youngsters in all walks of life—one-third of the children in elementary and secondary schools—enjoy complete lunches every school day at low prices made possible by the National School Lunch Program.

The best thing to save for your old age—yourself.

Farmer gets 3¢ of 22¢ loaf of bread

EVEN IF FARMERS had donated their wheat, the American housewife would still have had to pay 19 cents for a pound loaf of white bread in 1963.

A recent study by the Economic Research Service shows that the average price of a loaf of bread in 1963 was 22 cents. Of this amount the farmer received only 3 cents—2.5 cents of this for wheat. Dividing the loaf on the basis of the amount received, the farmer's share is hardly enough for a sandwich.

The detailed study showed that the baker and wholesaler got the lion's share of the consumer's 22 cents; 12 cents. Transportation and handling took 2 cents and the miller 1 cent. The retailer received about 4 cents compared with the farmer's 3 cents.

Bread prices have increased in each of the past 16 years. By 1963, average retail prices were 8.1 cents per pound loaf above the 1947–49 average—an increase of 60 percent. The Consumer Price Index for all foods bought for home use rose 20 percent.

During this same period—1947–49—the farm value of wheat and all other ingredients such as lard, sugar, dried milk, etc., used in making a pound of bread declined 0.2 cents.

At the same time the baker-wholesaler's spread rose 5.8 cents and accounted for over 70 percent of the increase in retail price. Labor cost increases accounted for half the rise in the baker-wholesaler spread.

Retail grocers got 4.2 cents a loaf on an average for their service in 1953. In 1947–49, their share was 2.4 cents. Though the retail spread has increased in cents-per-loaf, it has fluctuated closely around 18 percent of the retail price. During 1947–49, if the farmer had exchanged a bushel of wheat for white bread at the retail store, he would have received on the average about sixteen 1-pound loaves. Due to an increase in the retail price of bread and a decline in farm price of wheat, he would have received only 9 loaves in 1963.

Census of agriculture taken

During November a nationwide Census of Agriculture was taken. Each farmer and rancher received from the U.S. Census Bureau a form which the Census Act requires to be filled out. The Act guaranteed that the information on the form would be kept confidential and used only for statistics.

Space age farm measuring

FARMER JONES glanced up to see a small plane fly over. He went on with his discing unaware that a picture of his farm had been taken and that his tobacco, wheat and cotton allotments would be checked from that picture.

Taking such pictures is the work of the aerial photography division of Agricultural Stabilization and Conservation Service. It is a unique operation—the only one of its kind in the world. Although not a mapmaking agency, the division does 300,000 square miles of new aerial photography each year. Accurate within 1 percent, these aerial photographs are used for land measurements to determine compliance with ASCS programs.

The finished aerial photographs are 26 inches square, rectified to take out camera tilt and projected to a scale of 660 or 330 feet to the inch. Enlargements of 330 feet to the inch are for counties having many small fields.

Flying is by commercial contractors secured through competitive bidding. The cost is less than 4 mills per acre.

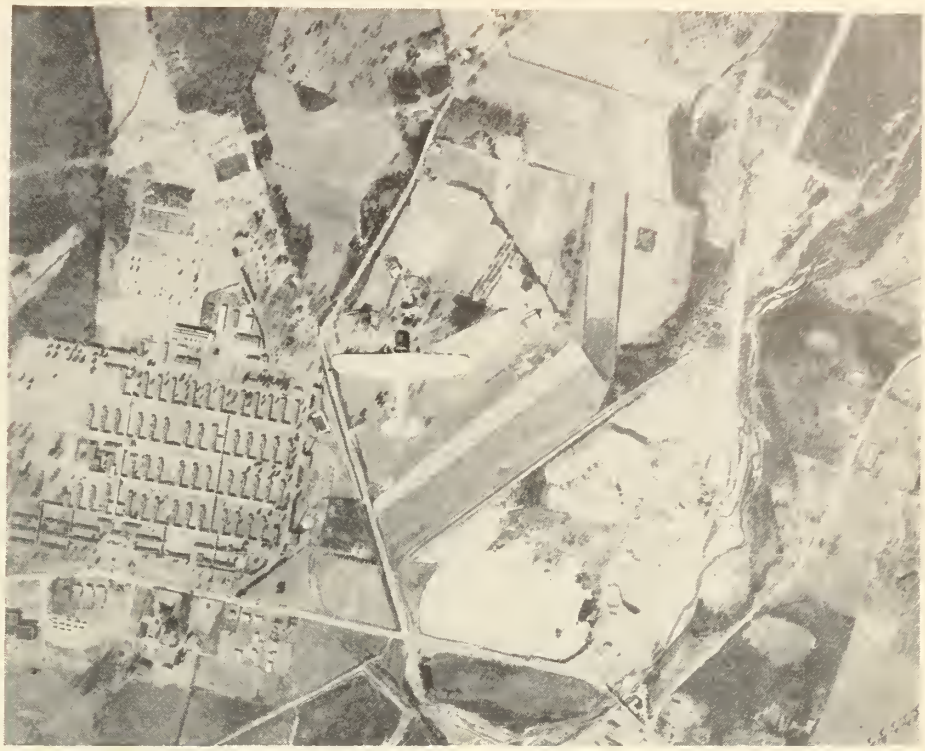
Farm programs administered by ASCS require acreage determination to establish compliance with acreage allotments in connection with marketing quotas, price supports and acreage diversion and conservation. Some 5 million determinations are made each year requiring measurements of around 200 million acres.

Aerial photography, as associated with farm programs, started back in the 1930's when a few counties, confronted with the problem of measuring corn acreages, arranged to have their counties photographed from the air. This caught on and in 1935 several State AAA offices, with Washington approval, arranged to have other counties photographed. Out of this came proof that accurate acreage measurements could be made from aerial photographs.

During these early years the contractor photographing the counties also made the scaled enlargements. This was not too successful because AAA didn't have sufficient control over the preparation. So, in 1937 two laboratories were established—the Eastern Laboratory in Washington, D.C., and the Western Laboratory in Salt Lake City, Utah.

Today, aerial photography is recognized by farmers and industry as an effective and efficient tool for measuring and determining land use.

From its beginning to the end of fiscal 1964, the aerial photography program resulted in aerial photography for 76 percent of the country. Many counties have been photographed 3 or more times.



An aerial photograph of an airplane taking aerial photographs. This aerial shot was taken over Buncombe County, N.C. Asheville, home of the ASCS Eastern Aerial Photography Laboratory, is in Buncombe County. Aerial photographs are used by foresters, land-use planners, and businessmen seeking sites for industrial plants, as well as checking compliance of ASCS programs.

In 1959 the Western Laboratory moved into a new building constructed especially for its operations. In 1962 the Eastern Laboratory was moved into a new building at Asheville, N.C. These specially designed buildings have resulted in greater production and more efficient operation. During fiscal 1964 the two laboratories made 1.1 million photographs.

In addition to aerial photography for program administration, Congress has authorized the Secretary of Agriculture to sell aerial photographs to farmers and others as a public service.

Photographs are purchased by local, State and Federal Government agencies and by the general public representing almost any type of occupation you can imagine. During fiscal 1964, the two laboratories handled 50,000 orders for photographs. Total sales ran over $1 million, $200,000 more than in 1963.

The national acreage allocation for the 1965 sugarbeet crop has been set at 1,375,000 acres.

Foods guide published

How many calories in a glass of whole milk? A slice of bread? A boiled egg? How much vitamin A? How much protein? How much calcium?

Answers to such questions—and many more—are given on 512 foods in the Department's recent publication—*Nutritive Value of Foods*.

Table 1 of this publication gives water content, calories, protein, fat, carbohydrates, calcium, iron, vitamin A, thiamine, riboflavin, niacin, and ascorbic acid on the food items. Foods are grouped under the following headings: Milk, cream, cheese; eggs; meat, poultry, fish, shellfish; dry beans and peas, nuts, peanuts; vegetables and vegetable products; fruits and fruit products; grain products; fats and oils; sugars and other sweets; and miscellaneous items.

Table 2 gives the yield of cooked meat per pound of raw meat. Table 3 concludes with recommended daily food allowance for men, women and boys and girls of various ages and weight.

Listed as Home and Garden Bulletin No. 72, the publication is available from the Office of Information, U.S. Department of Agriculture, Washington, D.C., 20250.

Baker calls Co-op Month a success

ASSISTANT SECRETARY John A. Baker, reporting on USDA's Cooperative Month observance, said that the recent meetings, exhibits, and films were clear and positive proof that cooperatives are a living, vibrant part of modern American agriculture.

"Fifty years ago," he said, "the farmer grew his own fuel in the form of oats and hay, and produced his own power in the form of horses and mules. He often sold his milk and other products directly to the housewife. Today's farmer belongs to cooperatives so that he can continue to get his supplies and market his goods most efficiently in today's complex business world.

"The farmer of the 1960's uses his cooperative to buy and sell for him," Assistant Secretary Baker said, "and this freedom to conduct his own business is free enterprise in its purest form."

Mr. Baker went on to detail highlights of the USDA cooperatives celebration:

. . . 7,000 cooperative and public leaders, and Government officials and employees visited the 24 exhibits in USDA's Administration Building in Washington, D.C.

. . . 2,000 key people attended the seminars and other meetings. In 1 seminar, for example, representatives of 32 Government agencies and 20 business and cooperative associations were registered, for a total attendance of 130.

. . . 2,000 visitors saw the cooperative movies in the Patio Theater, produced by USDA and the Farm Credit Administration.

. . . 500 saw the movies produced by cooperatives and shown by USDA's Motion Picture Service.

. . . Representatives from some 16 foreign nations viewed the exhibits and took part in other events. For example, 40 members of the Women's Cooperative Guild of Sweden attended the opening of the exhibit.

. . . Other groups have been stimulated by USDA's cooperative material released during this observance. For example, the U.S. Information Agency has begun a series of articles on U.S. cooperatives for a number of its outlets abroad. Representatives of the Economic Opportunity Office, after attending a seminar, report they now better understand how cooperatives fit into their program to improve low income areas.

. . . Chain reaction effects will continue for a long time, as people begin to understand the how and why of cooperatives. Exhibits, publications and other material prepared for the observance will continue to be used. Cooperatives themselves are increasingly aware of the need for teamwork.

An example of residual effects is that the seminar on Cooperatives and International Development resulted in regular monthly meetings of all those interested in the subject.

Here is an example of how the initiative, ingenuity and inventiveness of individual employees are helping to meet the challenge of greater efficiency and economy in Government operations.
Harold E. Ladd (left), machinist, and Francis J. Castle, glassblower, designed and built this machine for making glass tubes in which microorganisms are kept in the Agricultural Research Service culture collection at the Northern Utilization Research Laboratory, Peoria, Ill. The machine seals one end of a glass cylinder and fire polishes the other at the rate of 3600 tubes an hour, more than 15 times the manual rate.
In machine production, open ended glass cylinders are fed, one at a time, from the bottom of the plastic container at the right (under Mr. Castle's hand) into notches on a pair of aluminum "wheels" separated by a stationary drum. As the wheels turn, the glass cylinders, rolling on the drum surface, are carried over a pair of gas burners. One end of each cylinder is melted shut and the other is fire polished. In culture collection use, microorganisms are put into the tubes and freeze-dried. The open end of the tube is then melted shut. The ARS culture collection is the world's largest of industrially important yeasts, molds, and bacteria. The repository for microorganisms used in the Peoria laboratory studies on penicillin, beta-carotene, vitamins, gibberellin, and other utilization research products, this collection also serves industry as a supply of pure cultures for fermentation processes. Preservation of these organisms and maintaining their purity requires the tubes in quantities that cannot be produced economically by hand.

Denver USDA Club active

Under the leadership of its social committee chairman, Gordon C. Smith, the Denver USDA Club held a successful dinner-dance as the Club's November activity. The annual event was well advertised and planned. All USDA employees in the area were personally notified.

Turn your ideas into cash by submitting work improvement suggestions.

Save Your Savings Bonds

Payment of income tax on accumulated earnings on Series E Savings Bonds may be deferred until the date they are offered for redemption. Thus the owner of savings bonds may plan to cash them in years when his income is the smallest and subject to the lowest tax rate. This is especially attractive to employees planning retirement; they can supplement their incomes with proceeds of bonds on which the income tax on the earnings would be scaled down to the minimum.

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USDA
Employee News Bulletin
FOR DECEMBER 30, 1964

Thirty-five Soil Conservation Service employees from 21 States and Puerto Rico who "double in brass" as rating panel members for the SCS Board of U.S. Civil Service Examiners participated in a workshop in Washington, D.C., November 23–24 under direction of the Washington SCS Board. They are: Left to right—bottom row—R. Moyer, Connecticut; W. Aist, Delaware; L. Tyler, Illinois; J. Livingston, Illinois; F. Sanders, Indiana; E. Huffman, Kentucky; D. Dinsmore, Maine; V. Bathurst, Maryland; G. Huey, Maryland. Second row—J. MacKinnon, Massachusetts; J. Waterman, Michigan; J. Hicks, New Hampshire; G. Quakenbush, New Jersey; K. Werkman, New Jersey; H. Walker, New York; J. Harrington, Jr., New York; L. Coates, North Carolina. Third row—G. Bell, Ohio; F. Loughry, Pennsylvania; J. Wise, Pennsylvania; D. McCandless, Jr., Pennsylvania; F. Howard, Rhode Island; C. Ellerbe, South Carolina; W. Gillespie, South Carolina; C. Breinig, Tennessee. Top row—J. Welsh, Vermont; R. Barnes, Virginia; F. Glover, West Virginia; F. Haugh, District of Columbia; L. Magruder, District of Columbia; L. Pendergrass, District of Columbia; D. Ross, District of Columbia; C. Lindstrom, District of Columbia; J. Densmore, Wisconsin; W. McKinzie, Puerto Rico.

$2 million for Kennedy Library

Federal personnel have voluntarily contributed some $2 million for the John F. Kennedy Memorial Library. This represents a fifth of the estimated cost of the project and is double the estimate of an early-July report.

USDA employees have already contributed or pledged more than $70,000.

In accepting the contributions, the late President's sister, Mrs. Eunice Shriver, said, "By making all of this possible through your donations, you have enriched and perpetuated the memory of my brother. Every member of my family is deeply grateful to each and every individual who contributed and had a part in this historic endeavor."

The library, a national memorial to the late President, will consist of three basic parts—a museum, an archive, and an institute. It will be erected in the Boston area on a site President Kennedy selected—just 8 weeks before his death—as his future office upon leaving the Presidency.

Invest in the future of America—Buy E bonds.

Two millionth REA telephone

Winter held its hours of terror for many farm folks not so many years ago, before they had telephone service. The cry of a sick child in the night often meant a long ride through the night through blinding snow and bitter cold to get the doctor. A broken leg or a heart attack meant hours of pain and even death because the farm was so isolated.

When the Rural Electrification Administration was authorized by Congress to make telephone loans in 1949, only 38 percent of U.S. farms had telephone service. Much of that didn't work too well. "Out of order" was the order of the day—and night.

Recently the two-millionth rural subscriber received modern dial telephone service through an REA loan. This milestone came with approval by REA of a $203,000 loan to the Range Telephone Cooperative of Forsyth, Mont. This loan will finance telephone service for 189 rural subscribers in Big Horn and Rosebud Counties.

Secretary Freeman congratulated the REA-financed telephone systems for their contributions in bringing service to rural families. He said 76 percent of the Nation's farms now have telephone service and that most of it is dial.

"The continuing task in providing telephone service to our farmers," he said, "is to upgrade present service and to reach the remaining 24 percent of our farms that are without telephones."

Since the first loans in 1949, REA has approved $1.1 billion in loans to 835 telephone systems in 46 States. The systems are repaying their Federal loans on time, and even ahead of time.

Recognition for USDA Club officers

In recognition of their service to Department employees, officers of USDA clubs in the future are to receive Certificates of Appreciation.

The following policy statement is being incorporated in the Department Personnel Manual:

"Each officer of a USDA Club shall receive a 'Certificate of Appreciation' (Form AD–141) for accepting such officership. The officer's employing agency shall submit the certificate, appropriately lettered, through official channels for signature by the Director of Personnel. Each certificate shall show the employee's name, the name of his or her agency, the title of the Club officer, position held and the official names and location of the USDA Club."

757–826$_{c43}$—64

Retirement pledge to be kept

"Uncle Sam is not going to renege on his retirement promises to Federal employees," said Andrew E. Ruddock, Director of Civil Service Commission's bureau of retirement and insurance.

"The full faith and credit of the United States is pledged to fulfillment of those promises. . . . On the other hand, there is this problem: We estimate that in about 7 years, disbursements from the Fund will begin to exceed income, and that the $14 billion balance we now have will start draining away. The balance will be down to zero in about 25 years, if present financing continues.

"The financing problem will be met, but the questions are how and when." He explained the Administration's proposed approach: (1) Continue employee retirement deductions and matching agency contributions at their present rate; (2) require each agency to make supplemental contributions from annual appropriations at a gradually increasing rate until it equals 11 percent of payroll; and (3) make sure that new or increased benefits are fully financed before they become effective.

"What all this adds up to is that every benefit added or liberalized has a price tag. When the benefit is based on service already performed and contributed for at a rate which did not fully cover its cost, the price is one that the system is not financed to meet," Mr. Ruddock said.

Low-calorie cheese developed

If you are a diet-conscious cheese lover, you will be glad to learn that USDA researchers have developed a new cheese closely resembling a very mild cheddar which contains only about 5 percent butterfat.

The cheese was developed by scientists of the Agricultural Research Service's Dairy Products Laboratory in Washington, D.C., and Beltsville, Md. As yet, only small quantities of the cheese have been produced in the laboratory's pilot plant at Beltsville. When commercialized, it is expected to satisfy a sizable consumer demand and provide an appreciable new outlet for nonfat milk.

Some low-fat processed cheese is now commercially available, but this is the first natural cheese to be produced with a soft, mellow texture and a clean, milk flavor suitable for direct consumption.

Open house at the ARS Eastern Utilization Research and Development Division Laboratory at Wyndmoor, Pa., attracted visitors from Philadelphia and the surrounding area. It was held to show what is being done at the Wyndmoor Lab. Here James Cording, Jr., of the Division's engineering and development laboratory, is showing samples of dehydrated fruit and vegetable products made by the explosive-puffing process developed at Wyndmoor. The Open House was held in connection with the observance of Farm-City Week.

McCann to head FPA

Dr. Lewis P. McCann, Deputy Assistant Director, Foreign Research and Technical Programs Division of the Agricultural Research Service, will assume office January 1 as third national president of the Federal Professional Association.

He served on the founding committee as chairman of the constitution and bylaws subcommittee, was National Vice President in 1962, and was elected President-elect in November 1963.

Lance Hooks to Brazil

Lance G. Hooks, information specialist, Agricultural Marketing Administration, has accepted a 2-year assignment with the Agency for International Development (AID) in Brazil. He will be on loan from AMS for this assignment.

Mr. Hooks

Mr. Hooks, who has been associated with information and market news work with USDA for the past 27 years, will be a member of a special AID task force on improving agricultural marketing service work in Brazil. He will be stationed in Rio de Janeiro and will help develop a modern news program for Brazilian agricultural agencies, both federal and state.

SAFETY PAYS

Safety Now

Accidents and injuries of the past year are history. We can't do much more than patch up the pieces, pay the bills and reflect on the causes. We can be thankful there were no more, and hopeful there will be less in 1965.

Make "Safety Now" your motto for 1965.

For instance:

Are you a safe winter driver? Do you wear your seat belt tight—always? Do you check frequently to make sure your car is conditioned for safe driving on every trip? Brakes—muffler—tailpipe—lights—windshield wiper—battery—antifreeze—tuneups?

Do you check yourself to make sure on every trip that you are properly rested to start? Don't drive too long or too far at a time. Eat properly. Give the other fellow a break when he needs it. Stop when you should stop.

You can add many more things that could save your life. Give it a thought and try starting now. Let "Safety Now" be your New Year's resolution.

HENRY F. SHEPHERD,
Department Safety Officer.

AN OUNCE OF FIRE PREVENTION IS WORTH GALLONS OF FIRE EXTINGUISHER.

Graduate School registration, January 23–30

Registration for the 1965 spring semester of evening courses in the USDA Graduate School will begin January 23 and continue through January 30. Classes will begin the week of Monday, February 1, and end the week of Monday, May 17. Tuition in general is $14 for each semester hour of credit.

The Graduate School gives no degrees. Any student wishing to receive credit toward a degree from some other school should consult in advance with the college or university in which he plans to obtain such a degree.

Textbooks may be obtained from the Graduate School Book Store.

Further information pertaining to courses offered, fees, terms, textbooks, and class schedules may be obtained from the Graduate School office in room 1031, South Agriculture Building, or by calling extension 6337—Federal code 111 or exchange DU–8.

Correspondence courses are available for field employes and information may be obtained by writing the Registrar, USDA Graduate School, U.S. Department of Agriculture, Washington, D.C., 20250.

Don't know training opportunities, survey finds

There should be more opportunities for training USDA employees, but the immediate problem is to make more people aware of what they already have.

This and other information was turned up by a recent survey of USDA scientists.

The head of the survey team—Dr. Marion W. Parker, Director, Crops Research Division, ARS—gave a progress report at a recent meeting of the Organization of Professional Employees of the Department of Agriculture (OPEDA) in Washington, D.C.

According to Dr. Parker, 419 USDA scientists—out of a total of 5,300—were interviewed.

One fact emerged almost immediately, said Dr. Parker. Scientists have little or no idea of the opportunities for additional training already available through the Employees Training Act.

Regardless of what changes in training policy come about as a result of the survey, training is available. The survey showed, for example, that over half of USDA scientists are based in college or university communities.

(Editor's note: If you want to know more about training, talk with your supervisor or personnel office.)

Dr. Edward F. Knipling, ARS

Dr. Knipling honored

DR. EDWARD F. Knipling, internationally known USDA entomologist, has been awarded the Distinguished Service Award of the American Agricultural Editors' Association.

Dr. Knipling, who is director of the Entomology Research Division of Agricultural Research Service, was recognized for his work in developing new methods of fighting insect pests which cause millions of dollars worth of damage to farm crops and livestock.

The award, made annually on the basis of contributions to agriculture, was first presented in 1947 to Liberty Hyde Bailey, noted agricultural author and pioneer worker in improving rural life. It has since been made to two former Secretaries of Agriculture.

Dr. Knipling is particularly well-known for his part in developing the male insect sterilization technique. Primary application of this technique was elimination of the screwworm fly, costly pest of livestock, from southeastern United States. The fly is now 99 percent eradicated from this area.

Dr. Knipling's work has earned him the Hoblitzelle National Award in the Agricultural Sciences in 1960, the John Scott Award in 1961, and the Golden Plate Award of the Academy of Achievement in 1962. He was awarded the Department's *Distinguished Service Award* in 1960.

He has authored more than a hundred publications, served in 1952 as president of the Entomology Society of America, and in 1958 was appointed chairman of a joint USDA-Industry-Experiment Stations committee on boll weevil research.

Surpluses finance overseas research

"Foreign scientists are working in the interest of American farmers, as well as for the agriculture of their own countries, through a USDA program in utilization research," said Samuel B. Detwiler, Jr., Assistant to ARS Administrator Byron T. Shaw, in a recent issue of *The George Washington University Magazine*. In his article, Mr. Detwiler went on to point out that investigations as far away as India and Finland, under some 190 research grants at over 100 institutions in 20 countries, are developing basic scientific information that is applicable to American agriculture. These scientists are not necessarily or even usually expected to bring immediate results to your dinner table or your clothes closet. However, the nature of their research is such that it could in the foreseeable future improve your cotton shirt or the bread on your table.

The foreign program is part of the Department's research in chemistry and allied sciences directed toward the development of new or improved uses for agricultural raw materials. The program is a supplement to the research program in this country.

After the attack—register

IN THE event of a nuclear attack, the Civil Service Commission will operate a registration system to keep in touch with you.

If you can't get to your regular place of work because of an enemy attack—or if you can't report to an emergency location—

> Go to the nearest Post Office, ask the postmaster for a Federal Registration Card. Fill it out and return it to him.

He will forward it to the Civil Service Commission, which will notify USDA.

USDA can then decide where and when you should report back for work. Your registration card will also enable USDA to forward your pay check.

Complete the registration card as soon after an enemy attack as possible but not until you are reasonably sure where you will be for a few days. If you change your address after you have sent in a card, send in a new one.

Space-age weather forecasts forecast

Conquest of space can be expected to provide farmers with more accurate and useful weather forecasts, according to Dr. Richard L. Haley, program manager for weather projects, National Aeronautics and Space Administration.

In relating the work done by NASA to farm weather forecasting, Dr. Haley said, "We are trying to find out what is true about space. There have been many changes in our knowledge of the earth and its environment since the space age started in 1957." But, as he pointed out, more information is needed before farmers can have accurate 5-day forecasts.

Detailed global information is required since a weather disturbance can move completely around the globe in as little as 3 or 4 days. Japan's weather today affects us 3 or 4 days later. Our weather affects Europe in 3 or 4 days. Thus understanding what happens to the atmosphere in 3 or 4 days or longer requires an accurate knowledge of the entire atmosphere.

Dr. Haley says that a specialized weather service for agriculture is being tested in nine areas of the country now. I hope, he said, that this service will help reduce the tremendous weather damage from hail, rain, flood, and erosion.

The new agricultural weather service provides forecasts for short-term adjustments in planting, harvesting, and disease and insect control, and an outlook report for up to a month. It also provides the necessary information needed by crop dusters and others involved in special agricultural services.

Using present weather forecasting skills and equipment, the weather bureau is able to predict the weather with considerable accuracy for 24 hours. It can make predictions up to 3 days with some skills but beyond that the need for global observations limits accuracy. Dr. Haley said that for the foreseeable future there will continue to be uncertainties in weather forecasting. This is caused by the limited ability to observe the total atmosphere.

Satellites are helping to predict weather more accurately but there is a big step between having a description of the atmosphere and predicting what is going to happen in 5 days. A satellite tells what exists in the atmosphere now, not what will happen in a few days or that matter in a few hours.

But we are on the way to more accurate weather forecasting for more days ahead, he added.

Wallace L. Kadderly (left) in shown receiving the 1964 Meritorious Service Award of the National Association of Farm Broadcasters at its recent convention in Chicago. Making the presentation is Wally Erickson, farm director of KFRE, Fresno, Calif. Kadderly is a former Chief of USDA's Radio Service. In his long career in agricultural information, he has been an extension worker, farm broadcaster, and has done agricultural information training work in Europe, Latin America, Australia, and Japan. He was an organizer and 1949 president of NAFB (then National Association of Radio and Television Farm Directors). Now retired, he lives in Portland, Oreg.

What about your food supply?

THIS MESSAGE to consumers was written by James R. Garland, manager of the Clairborne ASCS Parish office, Homer, La. It is being used as a "hand out" at civic club meetings and other gatherings. It was submitted to USDA by H. L. Sisson, ASCS farmer fieldman for the Northwest District of Louisiana:

"Are you concerned about our food supply?

"Food and fiber in America today are taken for granted. The very fact that we have an abundance of both food and fiber tend to destroy the feeling of dependence and personal interest we once held for the farmer.

We nonfarmers are concerned more about taxes, installment payments, places to park, the cold war, and the high cost of living. We look on the supermarket as the place to go for groceries in about the same way we look on the filling station as the place to stop for gas. We live on pavements, and view pastures only from car windows. Many of us don't recognize the kind of crops when we see them growing.

"We are busy trying to crowd more into a day than it will hold—and we try to keep up with the Joneses when even the Joneses are having trouble keeping up. We have plenty of problems of our own, so we don't want to be bored with problems of agriculture.

"But we do become interested when an acute farm problem gets in the news. A good example of this is the agricultural surpluses of wheat, cotton, and feed grains. The only reason we are interested here is the tax liability for storage costs.

"We got panicky a few years ago when coffee jumped from 45 cents a pounds to 80 cents almost overnight. We would get panicky again if our food cost should suddenly jump 50 percent of our salary—like in Russia.

"The American farmer in the last 30 years has advanced more than ever before. Productivity of the farm worker in the 1950's increased by 6½ percent a year while the output per man-hour in nonagricultural industry increased by about 2 percent a year. We are now buying the best food in the world for less than 20 percent of our 'take home pay.'

"If we have complained about the high cost of farm programs, maybe we need to take a good look at our consumer food cost. Maybe we need to reconsider our position with respect to plently as opposed to famine—surplus as opposed to scarcity. You can go to any other nation in the world and pay more for your groceries. Wouldn't you rather have too much than too little?

Oberly Memorial Award

In memory of Eunice Rockwell Oberly, one time librarian of the Bureau of Plant Industry, USDA, the Oberly Memorial Award is again being offered for the best bibliography in the field of agriculture or related sciences. Final entry date is March 15, 1965.

Seven copies of the bibliography should be sent to Francis P. Allen, Oberly Memorial Award chairman, University of Rhode Island, Kingston. An accompanying letter should state that it is being submitted for consideration for the Oberly Award and that the author is a U.S. citizen.

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